

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / May 2021

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	Leo Burnett	Infinity Project, Salesforce Project, Invisalign Project	18.4		18.4	17
2	2	McCann WorldGroup	Harley Davidson Project, AbeamConsulting Project, NTTDATA Project	5.9		5.9	7
3	4	Wunderman Thompson	IKEA Project, Asset Management One, Kaneka Project, OMRON Project	5.4		5.4	16
4	3	BBDO	Green Coop Project	2.7		2.7	4
5	6	Healthcare	CSL Behring Project	0.9		0.9	6
6	5	Ogilvy	Netflix, Sumitomo Project, Spotify Project, KDDI	0.9		0.9	7
7	7	Digitas	Invisalign Project, AbbVie – Rheumatoid Arthritis Project	0.1		0.1	2
					2021(Jan-May)	26.0	38
					2020((Jan-May)	8.4	29
					YoY Comparison:	210.1%	31.0%

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2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / May 2021

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	Wavemaker	Confidential Client	0.1		0.1	2
					2021(Jan-May)	0.1	2
					2020(Jan-May)	0.5	7
					YoY Comparison:	-88.9%	-71.4%
					'		
				20	21 Creative & Media (Jan-May)	26.1	40
				20	20 Creative & Media (Jan-May)	8.8	36
					YoY Comparison:	194.9%	11.1%

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates,

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