

## **2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE**

Japan / Jul 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	18.5		18.5	18
2	2	McCann WorldGroup	Harley Davidson Project, AbeamConsulting Project, NTTDATA Project	5.9		5.9	7
3	3	Wunderman Thompson	IKEA Project, Asset Management One, Kaneka Project, OMRON Project	5.4		5.4	16
4	4	BBDO	Green Coop Project	3.4		3.4	7
5	5	Ogilvy	FIBA - International Basketball Federation , Hotels.com, Panasonic, Netflix	1.8		1.8	10
6	6	Healthcare	CSL Behring Project	0.9		0.9	6
7	7	R/GA	DIAGEO	0.4		0.4	3
8	8	Digitas	Invisalign Project, AbbVie – Rheumatoid Arthritis Project	0.1		0.1	3
9	9	MullenLowe Group	Hotels.com	0.0		0.0	1
					2021(Jan-Jul)	36.1	71
					2020((Jan-Jul)	10.1	35

102.9%

YoY Comparison:

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## **2021 MEDIA AGENCIES NEW BUSINESS LEAGUE**

Japan / Jul 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	0.6		0.6	5
					2021(Jan-Jul)	0.6	5
					2020(Jan-Jul)		10
					YoY Comparison:		-50.0%
					101 Companson:		-30:0%
					204 0		
					021 Creative & Media (Jan-Jul)		76
				20	020 Creative & Media (Jan-Jul)		45
					YoY Comparison:	210.2%	68.9%

## **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, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to greg@rthree.com or visit www.rthree.com for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and marketing R0I.