

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	Digintas	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
YoY Comparison:	257.2%	102.9%

