

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Aug 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	Sumitomo, Edrington Group, FIBA - International Basketball Federation	2.1		2.1	12
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-Aug)	36.4	73
					2020((Jan-Aug)	10.6	41

YoY Comparison:

1



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Aug 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
2	6	Mindshare	Macallan	0.1		0.1	1
					2021(Jan-Aug)	0.6	6
					2020(Jan-Aug)		10
					YoY Comparison:	-64.9%	-40.0%
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					221 Creative & Media (Jan-Aug) 220 Creative & Media (Jan-Aug)		79 51
				20	YoY Comparison:		
					YoY Comparison:	201.8%	54.9%

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.