



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Oct 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	19.6		19.6	22	
2	2	McCann WorldGroup	Harley Davidson Project, AbeamConsulting Project, NTTDATA Project	5.9		5.9	7	
3	3	Wunderman Thompson	Hot Wheels Project, IKEA Project, Asset Management One, Kaneka Project, OMRON Project	5.7		5.7	19	
4	4	BBDO	Green Coop Project	3.4		3.4	7	
5	5	Ogilvy	Sumitomo, Edrington Group, FIBA - International Basketball Federation	2.2		2.2	13	
6	6	Healthcare	CSL Behring Project	1.8		1.8	9	
7	7	R/GA	DIAGEO	0.4		0.4	3	
8	13	M&C Saatchi Group	Hamatomo Corp.Protia	0.4		0.4	2	
9	8	Digitas	Invisalign Project, AbbVie – Rheumatoid Arthritis Project	0.3		0.3	4	
10	10	VMLY&R		0.3		0.3	1	
11	9	MullenLowe Group	Hotels.com	0.0		0.0	1	
						2021(Jan-Oct)	37.4	79
						2020((Jan-Oct)	11.2	47
						YoY Comparison:	233.8%	68.1%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Oct 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	1.4		1.4	7
2	2	Universal McCann	Fukuchan, NEC Project, Zoetis	0.7		0.7	3
3	3	Mindshare	Macallan	0.1		0.1	1

2021(Jan-Oct)	2.1	10
2020(Jan-Oct)	2.1	13
YoY Comparison:	-3.5%	-23.1%

2021 Creative & Media (Jan-Oct)	39.5	89
2020 Creative & Media (Jan-Oct)	13.3	60
YoY Comparison:	195.9%	48.3%

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 ROI.