

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Nov 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	23
2	3	Wunderman Thompson	Hot Wheels Project, IKEA Project, Asset Management One, Kaneka Project, OMRON Project	6.5		6.5	24
3	2	McCann WorldGroup	Harley Davidson Project, AbeamConsulting Project, NTTDATA Project	6.1		6.1	8
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	8	M&C Saatchi Group	Hamatomo Corp.Protia	0.4		0.4	2
9	9	Digitas	Invisalign Project, AbbVie – Rheumatoid Arthritis Project	0.3		0.3	4
10	10	VMLY&R	Auto Client	0.3		0.3	1
11	11	MullenLowe Group	Hotels.com	0.0		0.0	1

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2021(Jan-Nov)	40.7	95
2020((Jan-Nov)	17.0	63
YoY Comparison:	138.6%	50.8%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Nov 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	3	Mindshare	Leo Palace 24, Macallan	1.1		1.0	3
3	2	Universal McCann	Dyson, Fukuchan, NEC Project, Zoetis	0.7		0.7	4
4	9	OMD	Beiersdorf	0.2		0.2	1

2021(Jan-Nov	3.3	15
2020(Jan-Nov	2.9	15
YoY Comparison	16.4%	0.0%
2021 Creative & Media (Jan-Nov	44.0	110
2020 Creative & Media (Jan-Nov	19.9	78

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.

YoY Comparison:

41.0%