

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
YoY Comparison:	121.1%	41.0%

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.