



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Dec 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               | 2               | Wunderman Thompson | Hot Wheels Project, IKEA Project, Asset Management One, Kaneka Project, OMRON Project | 6.5                                  |               | 6.5                                     | 24           |              |
| 3               | 3               | 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            |              |
|                 |                 |                    |   |                                      |               | <b>2021(Jan-Dec)</b>                    | <b>40.7</b>  | <b>95</b>    |
|                 |                 |                    |   |                                      |               | <b>2020(Jan-Dec)</b>                    | <b>23.9</b>  | <b>68</b>    |
|                 |                 |                    |   |                                      |               | <b>YoY Comparison:</b>                  | <b>70.0%</b> | <b>39.7%</b> |



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Dec 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               | Mindshare        | Leo Palace 24, Macallan              | 1.1                                  |               | 1.0                                     | 3          |
| 3               | 3               | Universal McCann | Dyson, Fukuchan, NEC Project, Zoetis | 0.7                                  |               | 0.7                                     | 4          |
| 4               | 4               | OMD              | Beiersdorf                           | 0.2                                  |               | 0.2                                     | 1          |
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|                 |       |        |
|-----------------|-------|--------|
| 2021(Jan-Dec)   | 3.3   | 15     |
| 2020(Jan-Dec)   | 3.0   | 18     |
| YoY Comparison: | 12.3% | -16.7% |

|                                 |       |       |
|---------------------------------|-------|-------|
| 2021 Creative & Media (Jan-Dec) | 44.0  | 110   |
| 2020 Creative & Media (Jan-Dec) | 26.9  | 86    |
| YoY Comparison:                 | 63.6% | 27.9% |

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.