2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Jan 2022

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	5	Ogilvy	DoorDash	0.0		0.05	2

2022(Jan)	0.05	2
2021(Jan)	5.9	6
YoY Comparison:	-99.2%	-66.7%

R3 WORLDWIDE

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Jan 2022

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	2	Mindshare	Didi Food, Singapore Economic Development Board	0.6		0.6	2

2022(Jan)	0.6	2
2021(Jan)	0.0	0
YoY Comparison:	-	-

2022 Creative & Media (Jan)	0.6	4
2021 Creative & Media (Jan)	5.9	6
YoY Comparison:	-90.0%	-33.3%

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.