



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Feb 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	3	Wunderman Thompson	FMCG Client	4.1		4.05	10	
2	4	McCann WorldGroup	WealthNavi Project	0.8		0.8	3	
3	1	Ogilvy	DoorDash	0.0		0.0	2	
						2022(Jan-Feb)	4.90	15
						2021(Jan-Feb)	9.5	17
						YoY Comparison:	-48.3%	-11.8%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Feb 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	1	Mindshare	Didi Food, Singapore Economic Development Board	0.6		0.6	2
2	-	Initiative	IT Client	0.1		0.1	2
2022(Jan-Feb)						0.7	4
2021(Jan-Feb)						0.0	0
YoY Comparison:						-	-
2022 Creative & Media (Jan-Feb)						5.5	19
2021 Creative & Media (Jan-Feb)						9.5	17
YoY Comparison:						-41.5%	11.8%

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.