

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Mar 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	Wunderman Thompson	FMCG Client	4.1		4.05	10
2	2	McCann WorldGroup	WealthNavi Project, NTT Project	0.9		0.9	4
3	3	Ogilvy	DoorDash	0.0		0.0	2

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2022(Jan-Mar)	4.90	15
2021(Jan-Mar)	16.1	28
YoY Comparison:	-69.6%	-46.4%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Mar 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	4	Universal McCann	Wealth Navi	1.0		1.0	1
2	1	Mindshare	Didi Food, Singapore Economic Development Board	0.6		0.6	2
3	2	Initiative	IT Client	0.1		0.1	2

2022(Jan-Mar	0.7	4
2021(Jan-Mar	0.1	2
YoY Comparison	1200.0%	100.0%
2022 Creative & Media (Jan-Mar	5.5	19
2021 Creative & Media (Jan-Mar	16.1	30
YoY Comparison	-65.6%	-36.7%

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.