

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Apr 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	4.6		4.60	12
2	2	McCann WorldGroup	WealthNavi Project, NTT Project	0.9		0.9	4
3	3	Ogilvy	DoorDash	0.0		0.0	2

2022(Jan-Apr)	5.52	18
2021(Jan-Apr)	26.0	38
YoY Comparison:	-78.8%	-52.6%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Apr 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	Universal McCann	Wealth Navi	1.0		1.0	1
2	2	Mindshare	Didi Food, Singapore Economic Development Board	0.6		0.6	2
3	3	Initiative	IT Client	0.1		0.1	2
2022(Jan-Apr)						1.7	5
2021(Jan-Apr)						0.1	2
YoY Comparison:						3200.0%	150.0%
2022 Creative & Media (Jan-Apr)						7.2	23
2021 Creative & Media (Jan-Apr)						26.1	40
YoY Comparison:						-72.5%	-42.5%

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 Apr keting ROI.