2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Jun 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	1.2		1.2	5
3	-	Prodigious	Amazon Project, Ernst & Young Project	0.6		0.6	2
4	3	R/GA	FMCG Client	0.5		0.5	3
6	-	Publicis Worldwide	Sumitomo Dainippon Pharma Co., Ltd.	0.3		0.3	1
7	5	BBDO	UCC COFFEE Project	0.1		0.1	3
8	4	Ogilvy	DoorDash	0.0		0.0	2

2022(Jan-Jun)	7.29	28
2021(Jan-Jun)	35.8	70
YoY Comparison:	-79.6%	-60.0%

R3

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Jun 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	Wavemaker	Danone, Amazon Audible	1.0		1.0	3
3	3	Mindshare	Didi Food, Singapore Economic Development Board	0.6		0.6	2
4	4	Initiative	IT Client	0.3		0.3	4

2022(Jan-Jun)	2.8	11
2021(Jan-Jun)	0.5	3
YoY Comparison:	530.6%	266.7%

2022 Creative & Media (Jan-Jun)	10.1	39
2021 Creative & Media (Jan-Jun)	36.3	73
YoY Comparison:	-72.1%	-46.6%

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.