2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Jul 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	7	BBDO	Wacoal Project, Pernod-Ricard Project, UCC COFFEE Project	2.1		2.1	10
3	2	McCann WorldGroup	NTT Data Project, WealthNavi Project, NTT Project	1.6		1.6	9
4	3	Prodigious	Amazon Project, Ernst & Young Project	0.6		0.6	2
5	4	R/GA	FMCG Client	0.5		0.5	3
6	12	Digitas	Tapestry Project	0.4		0.4	2
7	6	Publicis Worldwide	Sumitomo Dainippon Pharma Co., Ltd.	0.3		0.3	1
8	9	Leo Burnett	Miele	0.2		0.2	1
9	16	Saatchi & Saatchi	Estee Lauder Project	0.2		0.2	1
10	8	Ogilvy	DoorDash	0.0		0.0	2
					2022(Jan-Jul)	10.61	43
					2021(Jan-Jul)	36.1	71
					YoY Comparison:	-70.6%	-39.4%

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Jul 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	Adyen, Didi Food, Singapore Economic Development Board	0.6		0.6	3
4	4	Initiative	IT Client	0.3		0.3	4
5	9	Starcom	CPG Client	0.3		0.3	1

2022(Jan-Jul)	3.1	13
2021(Jan-Jul)	0.6	5
YoY Comparison:	465.9%	160.0%

2022 Creative & Media (Jan-Jul)	13.7	56
2021 Creative & Media (Jan-Jul)	36.7	76
YoY Comparison:	-62.6%	-26.3%

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 Apr keting ROI.