



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Aug 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	Mindshare	Mondelez, Adyen, Didi Food, Singapore Economic Development Board	1.1		1.1	4
2	1	Universal McCann	Wealth Navi	1.0		1.0	1
3	2	Wavemaker	Danone, Amazon Audible	1.0		1.0	3
4	4	Initiative	IT Client	0.3		0.3	4
5	5	Starcom	CPG Client	0.3		0.3	1
6	-	M/SIX	Jabra, CBRE	0.1		0.1	2

2022(Jan-Aug)	3.7	16
2021(Jan-Aug)	0.6	6
YoY Comparison:	515.4%	166.7%

2022 Creative & Media (Jan-Aug)	14.9	66
2021 Creative & Media (Jan-Aug)	37.0	79
YoY Comparison:	-59.7%	-16.5%

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.