

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Mar 2015

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	McCann WorldGroup	Hirata Farm Project, Princess Cruises Project, Asahi Kasei Seni Project	2.00		2.00	10
2	2	TBWA	Finance Client	1.21		1.21	9
3	4	DDB	Husqvarna Project, Zamst Project	0.90		0.90	3
4	3	Leo Burnett	Allergan	0.80		0.80	1
5	6	Ogilvy	luxury Brand	0.45		0.45	3
6	5	Saatchi & Saatchi	Acer	0.25		0.25	1
7-	7=	JWT		0.00		0.00	0
7-	7=	BBD0		0.00		0.00	0
7-	7=	Havas Worldwide		0.00		0.00	0
7-	7=	Lowe		0.00		0.00	0
7-	7=	Wieden & Kennedy		0.00		0.00	0
7-	7=	M&C Saatchi		0.00		0.00	0
7-	7=	Bates		0.00		0.00	0
7-	7=	FCB		0.00		0.00	0
7-	7=	Grey Group		0.00		0.00	0
7-	7=	Publicis		0.00		0.00	0
7-	7=	Dentsu		0.00		0.00	0
7-	7=	Y&R		0.00	Land Rover	-0.20	0
						5.4	27

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Mar 2015

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	PHD	SC Johnson(Planning), Unilever(Search)	0.8		0.80	2
2	2	Vizeum	Panasonic	0.5		0.50	1
3	3	Universal McCann	Mattel, State Street, SPE	0.2		0.23	3
4	4	MediaCom	Bose	0.1		0.10	1
5	5=	Carat	Pirelli	0.0		0.03	2
6	5=	MEC	Hill's Science Diet	0.0		0.03	1
7-	5=	Starcom MediaVest		0.0		0.00	0
7-	5=	OMD		0.0		0.00	0
7-	5=	Dentsu Media		0.0		0.00	0
7-	5=	ZenithOptimedia		0.0		0.00	0
7-	5=	Mindshare		0.0		0.00	0
7-	5=	Havas Media		0.0		0.00	0
						1.7	10

### METHODOLOGY

The R3 New Business League has been compiled each of the last 151 months using data supplied by 26 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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 ROI for clients across the region.

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