

CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan/ May 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	1	McCann WorldGroup	Hoya (eyecity), Nutro Project	3.37	AMO Japan	2.62
2	2	Ogilvy	Newways Project, ORIX Project, Skyscanner Project	1.83		1.83
3	3	Y&R	SBI ALApromo Project, AMO Japan Project	1.78	Microsoft CRM	1.48
4	9=	JWT	Noritz, Oak lawn, Pigeon	0.99		0.99
5	4	Leo Burnett	Rubbermaid	0.43		0.43
6	5	DDB	FXCM	0.30		0.30
7	6	Lowe	FrieslandCampina	0.20		0.20
8	7	BBDO	Medical Client	0.07		0.07
9	8	M&C Saatchi	Miyazaki Broadcasting Project	0.01		0.01
10=	9=	TBWA		0.00		0.00
10=	9=	Bates		0.00		0.00
10=	9=	Saatchi & Saatchi		0.00		0.00
10=	9=	Wieden & Kennedy		0.00		0.00
10=	9=	Havas Worldwide		0.00		0.00
10=	9=	DraftFCB		0.00		0.00
10=	9=	Grey Group		0.00		0.00
10=	9=	Dentsu		0.00		0.00
10=	9=	Publicis	Intel Embedded System	0.00		0.00

MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan/ May 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	1	Carat	Frontage(Digital), Marina Bay Sands (SEM), Mitsuoka Motor (SEM)	3.19		3.19
2	2	MediaCom	Transportation Client	0.59		0.59
3	3	OMD	Technology Client, Tourism Australia	0.50		0.50
4	4	PHD	AirBNB	0.05		0.05
5	5	Dentsu Media	Tourism Client	0.05	KNT (digital)	0.04
6	6	Havas Media	AVL Japan	0.04		0.04
7	7	ZenithOptimedia	Tourism Client	0.03		0.03
8	8	Vizeum	BPI	0.01		0.01
9	9	Starcom MediaVest		0.00		0.00
10	10	MEC	GE Capital, Michelin Digital, DHL Supply Chain	0.05	Tourism Client	(0.03)
11	11	Mindshare	Volvo	0.48	Mondelez	(0.52)
12	12	Universal McCann	Nichirei Project, UCC Project, Shuko Build	0.82	Microsoft	(1.28)

The R3 New Business League has been compiled each of the last 141 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 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 marketing ROI for clients across the region.