

# CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan/ July 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	Colony Project, Takeda Project, Hoya (eyecity), Nutro Project	3.84	AMO Japan	3.09
2	2	Ogilvy	Aiful, Newways Project, ORIX Project, Skyscanner Project	2.85		2.85
3	3	Y&R	Sanyo Shokai Project, SBI ALApromo Project, AMO Japan Project	2.08	Microsoft CRM	1.78
4	4	JWT	Noritz, Oak lawn, Pigeon	1.09		1.09
5	8	BBDO	Medical Client	0.67		0.67
6	5	DDB	KNT Project, FXCM	0.60		0.60
7	6	Leo Burnett	Rubbermaid	0.43		0.43
8	7	Lowe	FrieslandCampina	0.20		0.20
9	9	M&C Saatchi	Hayama Shirt Project, Miyazaki Broadcasting Project	0.01		0.01
10=	10=	Bates		0.00		0.00
10=	10=	Saatchi & Saatchi		0.00		0.00
10=	10=	Wieden & Kennedy		0.00		0.00
10=	10=	Havas Worldwide		0.00		0.00
10=	10=	DraftFCB		0.00		0.00
10=	10=	Grey Group		0.00		0.00
10=	10=	Publicis		0.00		0.00
17	17	TBWA	Electronic Clients.etc	0.42	Auto Client	(0.26)
18	18	Dentsu		0.00	Sanyo Shokai Project	(0.30)

## MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan/ July 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	<b>Carat</b>	Frontage(Digital), Marina Bay Sands (SEM), Mitsuoka Motor (SEM)	3.20		3.20
2	2	<b>OMD</b>	Coach, Tourism Australia	0.65		0.65
3	3	<b>MediaCom</b>	Transportation Client	0.59		0.59
4	4	<b>PHD</b>	AirBNB	0.05		0.05
5=	5=	<b>Dentsu Media</b>	Tourism Client	0.05	KNT (digital)	0.04
5=	5=	<b>Havas Media</b>	AVL Japan	0.04		0.04
5=	8	<b>Vizeum</b>	BPI, JR West Project, Oculus Japan K.K.Project	0.04		0.04
8	7	<b>ZenithOptimedia</b>	Tourism Client	0.03		0.03
9	9	<b>Starcom MediaVest</b>		0.00		0.00
10	10	<b>MEC</b>	Tanaka, GE Capital, Michelin Digital, DHL Supply Chain	0.05	Tourism Client	(0.03)
11	11	<b>Mindshare</b>	Volvo	0.48	Mondelez	(0.52)
12	12	<b>Universal McCann</b>	Amway, Nichirei Project, UCC Project, Shuko Build	0.84	Microsoft	(1.26)

The R3 New Business League has been compiled each of the last 143 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.