

# CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan/ December 2013

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	Bel, Amway Project	10.35	Tempur	10.34
2	2	TBWA		2.58		2.58
3	3	Leo Burnett	Viagra, Smirnoff	1.95		1.95
4	4	BBDO	Old Navy, Tourism Australia	1.90	Braun	1.88
5	5	Y&R	Anniversaire Project, Xing, Nikon Project	1.61		1.61
6	6	DDB	Aegon Project, Pfizer Project	1.56		1.56
7	7	Ogilvy	Air New Zealand Project, McDonalds Project, Orix life insurance Project	1.33		1.33
8	8	Bates	ASUS Global	0.30		0.30
9	9	Saatchi & Saatchi	Braun Project, De'Longhi Project, Eukanuba Project	0.30		0.30
10	10	M&C Saatchi	Honda Project, JCB Card Project	0.06		0.06
11=	11=	Wieden & Kennedy		0.00		0.00
11=	11=	Havas Worldwide		0.00		0.00
11=	11=	Lowe		0.00		0.00
11=	11=	DraftFCB		0.00		0.00
15	15	Grey Group		0.00	Godiva	(0.05)
16	16	Dentsu		0.10	Old Navy	(0.20)
17	17	JWT	STB	0.11		(0.24)
18	18	Publicis		0.00	Pfizer	(1.15)

**MEDIA AGENCIES NEW BUSINESS LEAGUE**

Japan/ December 2013

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	Universal McCann	Hachette Project, Elecom, Kojima Electronics	2.38	Burberry	2.01
2	2	Mindshare	Dyson, Jaguar Land Rover, Mondelez	1.68		1.68
3	4	Carat	Korean Air, eBook Project, Zojirushi (Digital)	1.11		1.11
4	3	Dentsu Media	The International Olympic Committee, GSK	1.00		1.00
5	5=	MEC	Hotels.com, Japan Association for UNHCR, Japan National Tourism Organization, Toyota Tsusho Corporation	0.57		0.57
6	5=	Vizeum		0.37		0.37
7	7	MPG	Turkish Airlines Project, BNP Paribas	0.34		0.34
8	8	MediaCom		0.30		0.30
9	9	ZenithOptimedia		0.29		0.29
10=	11=	PHD		0.00		0.00
10=	11=	Starcom MediaVest		0.00		0.00
12	10	OMD		0.25	Hershey's Asia Pacific	(0.28)

The R3 New Business League has been compiled each of the last 136 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.