

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / May 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	Microsoft Project, Sato Holdings Project, Hazama Ando Project	5.26		5.26	21
2	7=	Y&R	Fancl	2.00	Land Rover	1.80	1
3	2	Ogilvy	luxury Brand	1.45		1.45	4
4	3	TBWA	Finance Client	1.21		1.21	9
5	4	DDB	Husqvarna Project, Zamst Project	0.90		0.90	3
6	5	Leo Burnett	Allergan	0.80		0.80	1
7	6	Saatchi & Saatchi	Acer	0.25		0.25	1
8-	7=	JWT		0.00		0.00	0
8-	7=	BBDO		0.00		0.00	0
8-	7=	Havas Worldwide		0.00		0.00	0
8-	7=	Lowe		0.00		0.00	0
8-	7=	Wieden & Kennedy		0.00		0.00	0
8-	7=	M&C Saatchi		0.00		0.00	0
8-	7=	Bates		0.00		0.00	0
8-	7=	FCB		0.00		0.00	0
8-	7=	Grey Group		0.00		0.00	0
8-	7=	Publicis		0.00		0.00	0
8-	7=	Dentsu		0.00		0.00	0
						11.7	40

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / May 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	MediaCom	Coca-Cola Brand, Bose	3.1		3.10	2
2	2	PHD	SC Johnson(Planning), Unilever(Search)	1.1		1.08	4
3	3	Vizeum	Panasonic	0.5		0.52	2
4	4	Universal McCann	Mattel, State Street, SPE	0.3		0.33	3
5	5	Carat	Pirelli, U-POHS(digital), Goodgame Studios	0.1		0.11	8
6	6	MEC	Hill's Science Diet	0.0		0.03	1
7-	7=	Starcom MediaVest		0.0		0.00	0
7-	7=	OMD		0.0		0.00	0
7-	7=	ZenithOptimedia		0.0		0.00	0
7-	7=	Mindshare		0.0		0.00	0
7-	7=	Havas Media		0.0		0.00	0
12	7=	Dentsu Media		0.0	U-POHS	-0.11	0
						5.1	20

METHODOLOGY

The R3 New Business League has been compiled each of the last 153 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.

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