

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Japan / Aug 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	Toyo Tires Project, Bridgestone Sports Project, Mondelez Project	8.03	Bel Project	6.85	38
2	2	Y&R	Gamevil Project, Bel Project, Fanci, AAE Japan Project	5.75	Land Rover	5.55	4
3	4	Ogilvy	luxury Brand	1.79		1.79	6
4	3	TBWA	Finance Client	1.60		1.60	12
5	5	DDB	Husqvarna Project, Zamst Project	0.90		0.90	3
6	6	Leo Burnett	Allergan	0.80		0.80	1
7	7	Saatchi & Saatchi	Acer	0.25		0.25	1
8-	8=	BBDO	IDEA Project, Visa,	0.15		0.15	2
8-	8=	JWT		0.00		0.00	0
8-	8=	Havas Worldwide		0.00		0.00	0
8-	8=	Lowe		0.00		0.00	0
8-	8=	Wieden & Kennedy		0.00		0.00	0
8-	8=	M&C Saatchi		0.00		0.00	0
8-	8=	Bates		0.00		0.00	0
8-	8=	FCB		0.00		0.00	0
8-	8=	Grey Group		0.00		0.00	0
8-	8=	Publicis		0.00		0.00	0
18	18	Dentsu		0.00	AAE Japan Project	-2.00	0
						15.9	67

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Japan / Aug 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, Tempur	3.4	Etihad Airways Partners	3.25	3
2	2	PHD	SC Johnson(Planning), Unilever(Search)	1.1		1.08	4
3	3	Universal McCann	SBT Project, Mattel, State Street, SPE	1.3	Tempur	1.03	4
4	4	Vizeum	Panasonic	0.5		0.52	2
5	5	Carat	McAfee(Search), Kaspersky(Search), JT(Digital)	0.3		0.26	16
6	9=	Starcom MediaVest	Etihad Airways Partners	0.2		0.15	1
7	6	Dentsu Media	Japanese Govt Project	0.2	U-POHS	0.09	1
8	7	MEC	Hill's Science Diet	0.0		0.03	1
9	8	Havas Media	Credit Suisse	0.0		0.01	1
10=	9=	OMD		0.0		0.00	0
10=	9=	ZenithOptimedia		0.0		0.02	1
10=	9=	Mindshare		0.0		0.00	0
						6.4	34

METHODOLOGY

The R3 New Business League has been compiled each of the last 156 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.

For more details please write to greg@rthree.com