

Creative New Business League(Japan) – Aug 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1=	DDB	Visa, Fontaine Interactive, Nikon Brand Book	2.6		2.6
2=	1=	Y&R	Novo Nordisk, Japan Tourism, KNT, Sompo Japan DIY Life Insurance	2.1		2.1
2=	8=	BBDO	JNJ Baby, MDS	2.1		2.1
4=	3	Saatchi & Saatchi	Lexus Digital, Allergan, Baxter, Niki Resort	2.1	Callaway Golf	1.7
4=	11=	M&C Saatchi	Sekisui Heim Chubu, Callaway Golf, Qantas Airways	1.7		1.7
6	5	Leo Burnett	Lenovo, Dodge	1.1		1.1
7=	6	Ogilvy	DFS Hawaii, Cisco Search, Adobe, IHG	0.8		0.8
7=	7	Euro RSCG	AMD, Japan Post, Grace Hat	0.8		0.8
9	8=	JWT	Egypt Tourism, Johnsonville, Match.com	0.3		0.3
10	10	Grey Group	Nihon Becton Dickinson, Polident, Poligrip	0.2		0.2
11	4	McCann WorldGroup	Drewell, Sunstar, TrendMicro	1.9	JNJ Baby	0.1
12=	11=	Wieden & Kennedy		0.0		0.0
12=	11=	TBWA		0.0		0.0
12=	11=	DraftFCB		0.0		0.0
12=	11=	Publicis		0.0		0.0
12=	11=	Bates		0.0		0.0
12=	11=	Lowe		0.0		0.0

Media New Business Scoreboard(Japan) –Aug 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	3=	Universal McCann	Mars, Mitsui Direct	1.2		1.2
2	1	MPG	AXA	1.0		1.0
3	2	Mindshare	Michelin, Bayer	0.6		0.6
4	3=	ZenithOptimedia	Watson's	0.1		0.1
5=	5=	PHD	Hyatt Hotels	0.0		0.0
5=	5=	MediaCom		0.0		0.0
5=	5=	Starcom MediaVest		0.0		0.0
5=	5=	Carat	Pernod Ricard Digital, Daihatsu	0.0		0.0
9=	10	OMD		0.0	Watson's	(0.1)
9=	5=	MEC		0.0	Michelin	(0.1)

CREATIVE AGENCIES

DDB maintained the top position on the back of previous wins. BBDO snapped J&J baby account and shared the second place with Y&R. Saatchi & Saatchi and M&C Saatchi, snapped Sekisui Heim Chubu account, shared the fourth place

MEDIA AGENCIES

Universal McCann jumped to the top spot after securing Mars account this month. MPG, Mindshare, who snapped Michelin, and ZenithOptimedia made up the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 96 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.

