

Creative New Business League(Japan) – July 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	2.1		2.1
1=	3	Y&R	Japan Tourism, KNT, Sompo Japan DIY Life Insurance	2.1		2.1
3	2	Saatchi & Saatchi	Allergan, Baxter, Le Creuset, Niki Resort	2.0		2.0
4	4	McCann WorldGroup	Coca Cola, Inax, Yamaha, Mizuho Securities	1.4		1.4
5	5=	Leo Burnett	Lenovo, Dodge	1.1		1.1
6	5=	Ogilvy	DFS Hawaii, Cisco Search, Adobe, IHG	0.8		0.8
7	5=	Euro RSCG	Japan Post, Grace Hat	0.6		0.6
8=	8	BBDO	MDS	0.3		0.3
8=	9	JWT	Egypt Tourism, Johnsonville, Match.com	0.3		0.3
10	10	Grey Group	GSK – Polident, Poligrip	0.1		0.1
11=	11=	Wieden & Kennedy		0.0		0.0
11=	11=	TBWA		0.0		0.0
11=	11=	DraftFCB		0.0		0.0
11=	11=	Publicis		0.0		0.0
11=	11=	M&C Saatchi		0.0		0.0
11=	11=	Bates		0.0		0.0
11=	11=	Lowe		0.0		0.0

Media New Business Scoreboard(Japan) –July 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	MPG	AXA	1.0		1.0
2	2	Mindshare	Bayer	0.5		0.5
3=	3=	Universal McCann	Burberry, AIA Asia Pacific	0.1		0.1
3=	3=	ZenithOptimedia	Watson's	0.1		0.1
5=	5=	Carat	Pernod Ricard Digital, Daihatsu	0.0		0.0
5=	5=	PHD	Hyatt Hotels	0.0		0.0
5=	5=	MEC		0.0		0.0
5=	5=	MediaCom		0.0		0.0
5=	5=	Starcom MediaVest		0.0		0.0
10	10	OMD		0.0	Watson's	(0.1)

CREATIVE AGENCIES

Y&R snapped Japan Tourism and KNT accounts and shared the first place with DDB. Saatchi & Saatchi secured Allergan and Baxterand and made up the top four with McCann.

MEDIA AGENCIES

A quiet month for Japan, all agency ranks stayed the same.

METHODOLOGY

The R3 New Business League has been compiled each of the last 95 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.

