

Creative New Business League(Japan) – June 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
2	4	Saatchi & Saatchi	Le Creuset, Niki Resort, Komeito Digital	1.6		1.6
3	3	Y&R	Sompo Life Insurance, Virgin Atlantic Airways, Koga City Hall	1.4		1.4
4	2	McCann WorldGroup	Coca Cola, Inax, Yamaha, Mizuho Securities	1.3		1.3
5=	5=	Ogilvy	Twinnings, Sawanotsuru	0.6		0.6
5=	5=	Leo Burnett	Chrysler/Jeep/Dodge	0.6		0.6
5=	5=	Euro RSCG	Japan Post, Grace Hat	0.6		0.6
8	8	BBDO	MDS	0.3		0.3
9	9	JWT	Egypt Tourism, Johnsonville, Match.com	0.2		0.2
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) – May 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

DDB maintained the top position on the back of previous wins. Saatchi & Saatchi moved to the second spot, securing several wins including Le Creuset, Niki Resort and Komeito Digital. Y&R also snapped several accounts 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 94 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.

