

## Creative New Business League(Japan) – Sep 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
<b>1</b>	<b>1</b>	<b>DDB</b>	Visa, Fontaine Interactive, Nikon Brand Book	2.6		2.6
<b>2=</b>	<b>2=</b>	<b>Y&amp;R</b>	Novo Nordisk, Japan Tourism, KNT, Sompo Japan DIY Life Insurance	2.1		2.1
<b>2=</b>	<b>2=</b>	<b>BBDO</b>	JNJ Baby, MDS	2.1		2.1
<b>4=</b>	<b>4=</b>	<b>Saatchi &amp; Saatchi</b>	Lexus Digital, Allergan	2.1	Callaway Golf	1.7
<b>4=</b>	<b>4=</b>	<b>M&amp;C Saatchi</b>	Sekisui Heim Chubu, Callaway Golf, Qantas Airways	1.7		1.7
<b>6</b>	<b>7=</b>	<b>Ogilvy</b>	AT&T, Sumitomo Chemical	1.2		1.2
<b>7</b>	<b>6</b>	<b>Leo Burnett</b>	Lenovo, Dodge	1.1		1.1
<b>8</b>	<b>7=</b>	<b>Euro RSCG</b>	AMD, Japan Post, Grace Hat	0.8		0.8
<b>9=</b>	<b>11</b>	<b>McCann WorldGroup</b>	Miz-kan, Drewell, Sunstar, TrendMicro	2.2	JNJ Baby	0.4
<b>9=</b>	<b>12=</b>	<b>TBWA</b>		0.4		0.4
<b>11</b>	<b>9</b>	<b>JWT</b>	Egypt Tourism, Johnsonville, Match.com	0.3		0.3
<b>12</b>	<b>10</b>	<b>Grey Group</b>	Gameon, Nihon Becton Dickinson, Polident, Poligrip	0.2		0.2
<b>13=</b>	<b>12=</b>	<b>Wieden &amp; Kennedy</b>		0.0		0.0
<b>13=</b>	<b>12=</b>	<b>DraftFCB</b>		0.0		0.0
<b>13=</b>	<b>12=</b>	<b>Publicis</b>		0.0		0.0
<b>13=</b>	<b>12=</b>	<b>Bates</b>		0.0		0.0
<b>13=</b>	<b>12=</b>	<b>Lowe</b>		0.0		0.0

## Media New Business Scoreboard(Japan) –Sep 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Universal McCann	Mars, Mitsui Direct	1.2		1.2
2	2	MPG	AXA	1.0		1.0
3	3	Mindshare	Michelin, Bayer	0.6		0.6
4	4	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=	9=	OMD		0.0	Watson's	(0.1)
9=	9=	MEC		0.0	Michelin	(0.1)

### CREATIVE AGENCIES

The top four agencies stayed the same. Ogilvy secured AT&T.

### 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 97 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.

