

Creative New Business League(Japan) –Jun 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	McCann WorldGroup	NEC Project, Google Digital, YKK Project	5.33		5.33
2	2	BBDO	Urban Renaissance Agency, Kinari Soka Mocka	1.70		1.70
3	3	Y&R	Kato Brothers Honey Project, Japan Banana Importers Association, Everlife Project	1.39		1.39
4	4	JWT	HOME'S	0.87		0.87
5	6	TBWA		0.23		0.23
6	5	Ogilvy	British Council Project, Philips Asia Pacific, Pigeon	0.16		0.16
7	7	Wieden & Kennedy	Hulu	0.05		0.05
8=	8=	M&C Saatchi		0.00		0.00
8=	8=	Leo Burnett		0.00		0.00
8=	8=	Publicis		0.00		0.00
8=	8=	Euro RSCG		0.00		0.00
8=	8=	Grey Group		0.00		0.00
8=	8=	Saatchi & Saatchi		0.00		0.00
8=	8=	Bates		0.00		0.00
8=	8=	Lowe		0.00		0.00
16	17	DDB	Schick	0.20	Philips Asia Pacific	(0.20)
17	8=	DraftFCB		0.00	Kato Brothers Honey Project	(0.30)
18	18	Dentsu	Facebook	0.10	Everlife Project	(1.20)

Media New Business League(Japan) –Jun 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	General Motors, Vitacost, State Street Global Advisors	0.86		0.86
2	4	MPG		0.42		0.42
3	2	MEC	DHL, Kose, National Basketball Association Digital	0.27		0.27
4	3	Universal McCann	LinkedIn, New Balance, Japan Maternity Fitness Association	0.20		0.20
5=	5=	MediaCom		0.00		0.00
5=	5=	OMD		0.00		0.00
5=	5=	PHD		0.00		0.00
5=	5=	Mindshare		0.00		0.00
5=	5=	ZenithOpti media		0.00		0.00
5=	5=	Starcom MediaVest		0.00		0.00

METHODOLOGY

The R3 New Business League has been compiled each of the last 118 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.

