



2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Apr 2019

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	2	DDB	AXA, PlayStation, LG Electronics, Tsingtao, Kwangdong Pharm	2.7		2.7	7
2	1	Publicis	OB(CASS) AOR, Lead Agency, WINIX AOR, Lead Agency, Samsung (Bixby) Project	2.7		2.7	4
3	3	BBDO	MetLife Project , Bayer	1.0		1.0	2
4	4	Leo Burnett	Samsung (Health & Game) Project	0.2		0.2	1
5	-	Anomaly		0.1		0.1	1
6	5	Cutwater	Smitten Ice Cream, Mdsave, Just, OneLogin	0.1		0.1	6
7	12	Ogilvy	AccorHotels	0.1		0.1	1
8	6	Accenture Interactive	Aria	0.0		0.0	1
9-	7	Merkley+Partners	Performix	0.0		0.0	1
9-	8	Online Circle	Barilla	0.0		0.0	1
11	9	McCann WorldGroup	Red Rock, I'm Well	0.6	WINIX AOR, Lead Agency	-0.3	3
12	-	TBWA		0.0	AXA	-0.3	0
13	10	Dentsu		0.0	MetLife Project	-0.5	0
14	11	Cheil		0.0	Samsung (Health & Game)	-1.5	0
						4.4	38



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Apr 2019

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	Zenith	Mercedes Benz Media AOR	0.1		0.1	1
2	2	Mindshare	Almond Breeze (Blue Diamond) Project, Hong Kong Disneyland(Search), BlackRock	0.1		0.1	3
3	3	PHD	Singapore Airlines	0.1		0.1	1
4	-	dentsu X	Cosmetic Brand	0.1		0.1	1
5	4	Wavemaker		0.0	BlackRock	0.0	0
						0.4	6

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by 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.