

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Dec 2018

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	Leo Burnett	Samsung GMC, Samsung RETAINED Project, Ikea, Daimler Benz	5.08		5.08	8
2	2	BBDO	Ford	4.10	Tourism Australia	3.71	2
3	3	J Walter Thompson	Midea Washing Machine, Vitasoy, Honma Golf, Dupont-Coteva	3.02		3.02	36
4	4	Isobar	IT Client	1.99		1.99	16
5	5	McCann WorldGroup	Philip Morris Project, Ali Game Project, Bukwang Pharmaceutical Project, Shinshin Pharma Project	1.59		1.59	11
6	6	Havas Worldwide	Phoenix Pyeongchan, JoyCity Project, Australian Macadamia Society Project	1.00	RB	0.85	3
7	7	Ogilvy	UPS - Social PR, Bitfury Project, LG Care Project	0.78		0.78	6
8	11	DDB	Neo Wiz, Clean Wrap, Papa John's Pizza, Ahngook Pharm, Burt's Bees	2.11	Samsung Electronics visual display	0.61	12
9	8	Dentsu	FMCG Client	0.35		0.35	5
10	10	Saatchi & Saatchi	Siemens Home Appliances, Campbell Soup	0.32		0.32	2
11	9	FCB	Kimberly Clark	0.30	Education New Zealand	0.29	1
12=	12=	Publicis	Genting Cruise Lines Project	0.00		0.00	0
12=	12=	TBWA		0.00		0.00	0
12=	12=	Bates		0.00		0.00	0
12=	12=	Cheil		0.00		0.00	0
12=	12=	MullenLowe Group		0.00		0.00	0
12=	12=	VMLY&R		0.00		0.00	0
18	18	Grey Group	Bose	0.05	FMCG Client Project	-1.16	1
						17.4	103



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Dec 2018

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	MediaCom	Pernod Ricard, Samsung Pharm, Mars, Adidas Buying	3.84	Revlon Global	3.44	8
2	2	dentsu X	Car Client	1.29		1.23	11
3	3	Carat	Microsoft	1.07	Ricola	0.77	12
4	4	Wavemaker	Ricola, Prabio, KB insurance, Emons	1.15	Marriott	0.76	9
5	5	Zenith	Macallan (Edrington Group)	0.39		0.39	3
6	6	OMD	Daimler	0.48	Intel	0.26	3
7	7	Havas Media	Puma, Joycity Project	0.25		0.25	3
8	8	Initiative	Clothing Client	0.24		0.24	4
9	9	Vizeum	Manufacture Client	0.06		0.06	4
10	10	Universal McCann	Hyungji	0.04		0.04	3
11	11	Starcom	RGP Korea, Campbell Soup	0.55	Mars Buying	-0.05	2
12	12	PHD	HSBC	0.25	GlaxoSmithKline	-0.08	1
13	13	Mindshare	BP, General Mills, Hong Kong Airport Authority	0.66	HSBC	-0.39	2
14	14	GroupM		0.00	GlaxoSmithKline	-0.60	0
						6.3	65

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.