



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Feb 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 | 5= | Ogilvy | Bitfury Project, UPS | 0.68 | | 0.68 | 3 |
| 2 | 1 | J Walter Thompson | Service Client | 0.50 | | 0.50 | 2 |
| 3 | 5= | McCann WorldGroup | Ali Game Project, Bukwang Pharmaceutical Project | 0.47 | | 0.47 | 2 |
| 4 | 2 | DDB | NH Hanaro Market, Apro Service Group Project | 0.31 | | 0.31 | 2 |
| 5 | 3 | Isobar | IT Client | 0.29 | | 0.29 | 2 |
| 6 | 5= | Publicis | Campbell Soup | 0.20 | | 0.20 | 1 |
| 7 | 5= | Dentsu | FMCG Client | 0.17 | | 0.17 | 1 |
| 8 | 4 | Grey Group | Bose | 0.05 | | 0.05 | 1 |
| 9- | 5= | Leo Burnett | | 0.00 | | 0.00 | 0 |
| 9- | 5= | Havas Worldwide | | 0.00 | | 0.00 | 0 |
| 9- | 5= | TBWA | | 0.00 | | 0.00 | 0 |
| 9- | 5= | FCB | | 0.00 | | 0.00 | 0 |
| 9- | 5= | Bates | | 0.00 | | 0.00 | 0 |
| 9- | 5= | Cheil | | 0.00 | | 0.00 | 0 |
| 9- | 5= | MullenLowe Group | | 0.00 | | 0.00 | 0 |
| 9- | 5= | Saatchi & Saatchi | | 0.00 | | 0.00 | 0 |
| 9- | 5= | Y&R | | 0.00 | | 0.00 | 0 |
| 9- | 5= | BBDO | | 0.00 | Campbell Soup | -0.20 | 0 |
| | | | | | | 2.5 | 14 |

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Feb 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 | Wavemaker | KB insurance, Emons, Samsonite | 0.66 | Marriott | 0.30 | 3 |
| 2 | 2 | dentsu X | Car Client | 0.17 | | 0.17 | 2 |
| 3 | 5= | Havas Media | Joycity Project | 0.15 | | 0.15 | 1 |
| 4 | 3 | Vizeum | Manufacture Client | 0.06 | | 0.06 | 2 |
| 5 | 4 | Universal McCann | Hyungji | 0.04 | | 0.04 | 1 |
| 6- | 5= | MediaCom | | 0.00 | | 0.00 | 0 |
| 6- | 5= | Starcom | | 0.00 | | 0.00 | 0 |
| 6- | 5= | Mindshare | | 0.00 | | 0.00 | 0 |
| 6- | 5= | GroupM | | 0.00 | | 0.00 | 0 |
| 6- | 5= | Initiative | | 0.00 | | 0.00 | 0 |
| 6- | 5= | Carat | | 0.00 | | 0.00 | 0 |
| 6- | 5= | OMD | | 0.00 | | 0.00 | 0 |
| 6- | 5= | PHD | | 0.00 | | 0.00 | 0 |
| 6- | 5= | Zenith | | 0.00 | | 0.00 | 0 |
| | | | | | | 0.7 | 9 |

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.