



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Jan 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	7	J Walter Thompson	Service Client	0.50		0.50	2
2	2	DDB	NH Hanaro Market, Apro Service Group Project	0.31		0.31	2
3	4	Isobar	IT Client	0.16		0.16	1
4	3	Grey Group	Bose	0.05		0.05	1
5-	1	McCann WorldGroup		0.00		0.00	0
5-	5	Ogilvy		0.00		0.00	0
5-	6	Leo Burnett		0.00		0.00	0
5-	8	Havas Worldwide		0.00		0.00	0
5-	9	Dentsu		0.00		0.00	0
5-	10	TBWA		0.00		0.00	0
5-	11	FCB		0.00		0.00	0
5-	12=	Bates		0.00		0.00	0
5-	12=	BBDO		0.00		0.00	0
5-	12=	Cheil		0.00		0.00	0
5-	12=	MullenLowe Group		0.00		0.00	0
5-	12=	Saatchi & Saatchi		0.00		0.00	0
5-	12=	Y&R		0.00		0.00	0
5-	18	Publicis		0.00		0.00	0
						1.0	6

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Jan 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	6	Wavemaker	KB insurance, Emons	0.65		0.65	2
2	3	dentsu X	Car Client	0.17		0.17	2
3	12	Vizeum	Manufacture Client	0.06		0.06	2
4	10	Universal McCann	Hyungji	0.04		0.04	1
5-	1	MediaCom		0.00		0.00	0
5-	2	Starcom		0.00		0.00	0
5-	4	Mindshare		0.00		0.00	0
5-	5	GroupM		0.00		0.00	0
5-	7	Havas Media		0.00		0.00	0
5-	8	Initiative		0.00		0.00	0
5-	9	Carat		0.00		0.00	0
5-	11	OMD		0.00		0.00	0
5-	13	PHD		0.00		0.00	0
5-	14	Zenith		0.00		0.00	0
						0.9	7

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.