



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / July 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	Leo Burnett	Ikea, Daimler Benz	2.37		2.37	4
2	1	Isobar	IT Client	1.89		1.89	11
3	2	J Walter Thompson	Service Client	1.15		1.15	6
4	6	McCann WorldGroup	Ali Game Project, Bukwang Pharmaceutical Project, Shinshin Pharma Project	1.15		1.15	9
5	3	Havas Worldwide	Phoenix Pyeongchan, JoyCity Project, Australian Macadamia Society Project	1.00	RB	0.85	3
6	7	Ogilvy	Bitfury Project, UPS, LG Care Project	0.71		0.71	4
7	8	Dentsu	FMCG Client	0.35		0.35	5
8	12	FCB		0.30		0.30	1
9	9	Saatchi & Saatchi	Campbell Soup	0.20		0.20	1
10-	10	Publicis		0.00		0.00	0
10-	11	TBWA		0.00		0.00	0
10-	13	Bates		0.00		0.00	0
10-	14	Cheil		0.00		0.00	0
10-	15	MullenLowe Group		0.00		0.00	0
10-	16	Y&R		0.00		0.00	0
16	17	BBDO		0.10	Campbell Soup	-0.10	1
17	4	DDB	Kium Savings Bank, Bizzard Project, Seoul Semiconductor, Maruman	1.02	Samsung Electronics visual display	-0.49	7
18	18	Grey Group	Bose	0.05	FMCG Client Project	-0.59	1
						7.8	53



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / July 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	4	MediaCom	Mars, Adidas Buying, Hilton Global,	2.23	Revlon Global	2.13	5
2	1	dentsu X	Car Client	1.14		1.14	8
3	2	Carat	Microsoft	0.98		0.73	8
4	3	Wavemaker	Prabio, KB insurance, Emons, Samsonite, Vegemil, Xylos	0.99	Marriott	0.63	6
5	5	PHD	HSBC	0.25		0.22	1
6	6	Havas Media	Joycity Project	0.15		0.15	1
7	7	Initiative	Clothing Client	0.13		0.13	2
8	9	Vizeum	Manufacture Client	0.06		0.06	3
9	10	Zenith	Macallan (Edrington Group)	0.05		0.05	1
10	11	Universal McCann	Hyungji	0.04		0.04	1
11-	12=	GroupM		0.00		0.00	0
11-	12=	OMD		0.00		0.00	0
13	8	Starcom	Campbell Soup	0.10	Mars Buying	-0.50	1
14	14	Mindshare	Hong Kong Airport Authority	0.00	HSBC	-0.81	0
						3.9	37

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.