



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / June 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	2	Isobar	IT Client	1.89		1.89	11
2	1	J Walter Thompson	Service Client	1.15		1.15	6
3	7	Havas Worldwide	Phoenix Pyeongchan , JoyCity Project, Australian Macadamia Society Project	1.00		1.00	3
4	3	DDB	Kium Savings Bank , Bizzard Project , Seoul Semiconductor, Maruman	0.98		0.98	6
5	6	Leo Burnett	Ikea , Daimler Benz	0.87		0.87	3
6	5	McCann WorldGroup	Ali Game Project, Bukwang Pharmaceutical Project, Shinshin Pharma Project	0.80		0.80	5
7	4	Ogilvy	Bitfury Project, UPS , LG Care Project	0.71		0.71	4
8	8	Dentsu	FMCG Client	0.35		0.35	5
9	9	Saatchi & Saatchi	Campbell Soup	0.20		0.20	1
10	10=	Publicis		0.00		0.00	0
11	10=	TBWA		0.00		0.00	0
12	10=	FCB		0.00		0.00	0
13	10=	Bates		0.00		0.00	0
14	10=	Cheil		0.00		0.00	0
15	10=	MullenLowe Group		0.00		0.00	0
16	10=	Y&R		0.00		0.00	0
17	17	BBDO		0.10	Campbell Soup	-0.10	1
18	18	Grey Group	Bose	0.05	FMCG Client Project	-0.19	1
						7.7	46



## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / June 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	dentsu X	Car Client	1.14		1.14	8
2	2	Carat	Microsoft	0.98		0.73	8
3	3	Wavemaker	Prabio, KB insurance, Emons, Samsonite, Vegemil, Xylos	0.99	Marriott	0.63	6
4	11=	MediaCom	adidas Buying, Hilton Global,	0.38	Revlon Global	0.28	2
5	4	PHD	HSBC	0.25		0.22	1
6	5	Havas Media	Joycity Project	0.15		0.15	1
7	10	Initiative	Clothing Client	0.13		0.13	2
8	6	Starcom	Campbell Soup	0.10		0.10	1
9	7	Vizeum	Manufacture Client	0.06		0.06	3
10	8	Zenith	Macallan (Edrington Group)	0.05		0.05	1
11	9	Universal McCann	Hyungji	0.04		0.04	1
12=	11=	GroupM		0.00		0.00	0
12=	11=	OMD		0.00		0.00	0
14	14	Mindshare		0.00	HSBC	-0.81	0
						2.7	34

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.