



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Mar 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	Ogilvy	Bitfury Project, UPS	0.68		0.68	3
2	3	McCann WorldGroup	Ali Game Project, Bukwang Pharmaceutical Project, Shinshin Pharma Project	0.67		0.67	3
3	4	DDB	Maruman, NH Hanaro Market, Apro Service Group Project	0.61		0.61	3
4=	2	J Walter Thompson	Service Client	0.50		0.50	2
4=	9=	Havas Worldwide	JoyCity Project, Australian Macadamia Society Project	0.50		0.50	2
6	5	Isobar	IT Client	0.29		0.29	3
7	6	Publicis	Campbell Soup	0.20		0.20	1
8	7	Dentsu	FMCG Client	0.17		0.17	2
9	8	Grey Group	Bose	0.05		0.05	1
10=	9=	Leo Burnett		0.00		0.00	0
10=	9=	TBWA		0.00		0.00	0
10=	9=	FCB		0.00		0.00	0
10=	9=	Bates		0.00		0.00	0
10=	9=	Cheil		0.00		0.00	0
10=	9=	MullenLowe Group		0.00		0.00	0
10=	9=	Saatchi & Saatchi		0.00		0.00	0
10=	9=	Y&R		0.00		0.00	0
18	9=	BBDO		0.00	Campbell Soup	-0.20	0
						3.5	20



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Mar 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	0.89		0.89	5
2	2	Wavemaker	KB insurance, Emons, Samsonite, Vegemil, Xylos	0.89	Marriott	0.53	5
3	6	Carat	Property Client	0.26		0.26	2
4	3	Havas Media	Joycity Project	0.15		0.15	1
5	4	Vizeum	Manufacture Client	0.06		0.06	2
6	5	Universal McCann	Hyungji	0.04		0.04	1
7=	7=	MediaCom		0.00		0.00	0
7=	7=	Starcom		0.00		0.00	0
7=	7=	GroupM		0.00		0.00	0
7=	7=	Initiative		0.00		0.00	0
7=	7=	OMD		0.00		0.00	0
7=	7=	PHD		0.00		0.00	0
7=	7=	Zenith		0.00		0.00	0
7=	7=	Mindshare		0.00	Car Client	-0.56	0
						1.3	16

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.