



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / May 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	3	J Walter Thompson	Service Client	1.15		1.15	6
2	2	Isobar	IT Client	1.13		1.13	9
3	1	DDB	Seoul Semiconductor, Maruman, NH Hanaro Market	0.91		0.91	4
4	4	Ogilvy	Bitfury Project, UPS	0.68		0.68	3
5	5	McCann WorldGroup	Ali Game Project, Bukwang Pharmaceutical Project, Shinshin Pharma Project	0.67		0.67	3
6	10=	Leo Burnett	Ikea	0.61		0.61	2
7	6	Havas Worldwide	JoyCity Project, Australian Macadamia Society Project	0.50		0.50	2
8	7	Dentsu	FMCG Client	0.35		0.35	5
9	10=	Saatchi & Saatchi	Campbell Soup	0.20		0.20	1
10=	8	Publicis		0.00		0.00	0
10=	10=	TBWA		0.00		0.00	0
10=	10=	FCB		0.00		0.00	0
10=	10=	Bates		0.00		0.00	0
10=	10=	Cheil		0.00		0.00	0
10=	10=	MullenLowe Group		0.00		0.00	0
10=	10=	Y&R		0.00		0.00	0
17	18	BBDO		0.10	Campbell Soup	-0.10	1
18	9	Grey Group	Bose	0.05	FMCG Client Project	-0.19	1
						5.9	37



## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / May 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	dentsu X	Car Client	1.14		1.14	8
2	1	Carat	Microsoft	0.98		0.98	8
3	3	Wavemaker	Prabio, KB insurance, Emons, Samsonite, Vegemil, Xylos	0.99	Marriott	0.63	6
4	4	PHD	HSBC	0.25		0.22	1
5	5	Havas Media	Joycity Project	0.15		0.15	1
6	8=	Starcom	Campbell Soup	0.10		0.10	1
7	6	Vizeum	Manufacture Client	0.06		0.06	3
8	8=	Zenith	Macallan (Edrington Group)	0.05		0.05	1
9	7	Universal McCann	Hyungji	0.04		0.04	1
10	8=	Initiative	Clothing Client	0.03		0.03	1
11=	8=	MediaCom		0.00		0.00	0
11=	8=	GroupM		0.00		0.00	0
11=	8=	OMD		0.00		0.00	0
14	14	Mindshare		0.00	HSBC	-0.81	0
						2.6	31

### 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.