



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Oct 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	Leo Burnett	Samsung GMC, Samsung RETAINED Project, Ikea, Daimler Benz	5.08		5.08	8
2	2	BBDO	Ford	4.10	Campbell Soup	3.90	2
3	3	J Walter Thompson	Dupont-Coteva, Edgewell, MeadJohnson, Service Client	2.62		2.62	18
4	4	Isobar	IT Client	1.89		1.89	12
5	5	McCann WorldGroup	Ali Game Project, Bukwang Pharmaceutical Project, Shinshin Pharma Project	1.24		1.24	10
6	6	Havas Worldwide	Phoenix Pyeongchan, JoyCity Project, Australian Macadamia Society Project	1.00	RB	0.85	3
7	7	Ogilvy	Bitfury Project, UPS, LG Care Project	0.71		0.71	4
8	8	Dentsu	FMCG Client	0.35		0.35	5
9	9	FCB		0.30		0.30	1
10	10	Saatchi & Saatchi	Campbell Soup	0.20		0.20	1
11	17	DDB	Papa John's Pizza, Ahngook Pharm, Burt's Bees, Kium Savings Bank, Bizzard Project	1.51	Samsung Electronics visual display	0.01	10
12=	11=	Publicis	Genting Cruise Lines Project	0.00		0.00	0
12=	11=	TBWA		0.00		0.00	0
12=	11=	Bates		0.00		0.00	0
12=	11=	Cheil		0.00		0.00	0
12=	11=	MullenLowe Group		0.00		0.00	0
12=	11=	VMLY&R		0.00		0.00	0
18	18	Grey Group	Bose	0.05	FMCG Client Project	-1.16	1
						16.0	75

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Oct 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	MediaCom	Pernod Ricard, Samsung Pharm, Mars, Adidas Buying	3.84	Revlon Global	3.44	8
2	2	dentsu X	Car Client	1.14		1.14	8
3	3	Carat	Microsoft	0.98		0.73	8
4	4	Wavemaker	Prabio, KB insurance, Emons, Samsonite, Vegemil, Xylos	0.99	Marriott	0.60	6
5	9	Zenith	Macallan (Edrington Group)	0.35		0.35	2
6	11=	OMD	Daimler	0.48	Intel	0.30	3
7	6	Havas Media	Puma, Joycity Project	0.25		0.25	3
8	7	Initiative	Clothing Client	0.13		0.13	2
9	8	Vizeum	Manufacture Client	0.06		0.06	3
10	10	Universal McCann	Hyungji	0.04		0.04	1
11	13	Starcom	RGP Korea, Campbell Soup	0.55	Mars Buying	-0.05	2
12	5	PHD	HSBC	0.25	GlaxoSmithKline	-0.08	1
13	14	Mindshare	General Mills, Hong Kong Airport Authority	0.55	HSBC	-0.50	1
14	11=	GroupM		0.00	GlaxoSmithKline	-0.54	0
						5.9	48

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.