



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Sep 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 RETAINED Project, Ikea , Daimler Benz	4.62		4.62	5
2	16	BBDO	Ford, DJI GLOBAL,	4.10	Campbell Soup	3.90	2
3	3	J Walter Thompson	Daybit Project, Service Client	2.14		2.17	10
4	2	Isobar	IT Client	1.89		1.89	12
5	4	McCann WorldGroup	Ali Game Project, Bukwang Pharmaceutical Project, Shinshin Pharma Project	1.15		1.15	9
6	5	Havas Worldwide	Phoenix Pyeongchan , JoyCity Project, Australian Macadamia Society Project	1.00	RB	0.85	3
7	6	Ogilvy	Bitfury Project, UPS, LG Care Project	0.71		0.71	4
8	7	Dentsu	FMCG Client	0.35		0.35	5
9	8	FCB	Kimberly Clark	0.30		0.30	1
10	9	Saatchi & Saatchi	Campbell Soup	0.20		0.20	1
11-	10=	Publicis	Genting Cruise Lines Project	0.00		0.00	0
11-	10=	TBWA		0.00		0.00	0
11-	10=	Bates		0.00		0.00	0
11-	10=	Cheil		0.00		0.00	0
11-	10=	MullenLowe Group		0.00		0.00	0
11-	10=	VMLY&R		0.00		0.00	0
17	17	DDB	Burt's Bees, Kium Savings Bank , Bizzard Project	1.09	Samsung Electronics visual display	-0.41	8
18	18	Grey Group	Bose	0.05	FMCG Client Project	-1.07	1
						14.7	61

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Sep 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	GSK	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	United Airlines	0.60	6
5	9	Zenith	GSK, Macallan (Edrington Group)	0.35		0.35	2
6	6	Havas Media	De Beers, Joycity Project	0.16		0.16	2
7	7	Initiative	Clothing Client	0.13		0.13	2
8	8	Vizeum	Manufacture Client	0.06		0.06	3
9	10	Universal McCann	Hyungji	0.04		0.04	1
10	5	PHD	HSBC	0.25	GlaxoSmithKline	-0.08	1
11	11=	OMD		0.00	Intel	-0.18	0
12	13	Starcom	Campbell Soup	0.10	Mars Buying	-0.50	1
13	11=	GroupM		0.00	GlaxoSmithKline	-0.54	0
14	14	Mindshare	Hong Kong Airport Authority	0.00	American Express	-1.05	0
						4.3	42

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.