



2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / July 2019

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	DDB	Mentisco Project, Aramco Project, EA, SIMS4 Project, Daemyung	4.2		4.2	12
2	2	Publicis	OB(CASS) AOR, Lead Agency, WINIX AOR, Lead Agency, Samsung (Bixby) Project	2.8		2.8	5
3	3	Isobar	FMCG Client	1.4		1.4	15
4	4	BBDO	MetLife Project , Bayer	1.0		1.0	2
5	6	Leo Burnett	Samsung (Health & Game) Project	0.3		0.3	2
6	5	Ogilvy	Jeju Shinwha World Project, AccorHotels	0.4		0.2	2
7	7	Anomaly	Johnnie Walker	0.1		0.1	1
8	8	Accenture Interactive	Aria	0.04		0.0	1
9	9	Merkley+Partners	Performix	0.03		0.0	1
10	10	Online Circle	Barilla	0.03		0.0	1
11	11=	McCann WorldGroup	Red Rock, I'm Well	0.6	WINIX AOR, Lead Agency	-0.3	3
12	11=	TBWA		0.0	AXA	-0.4	0
13	-	VMLY&R		0.0		-0.5	0
14	13	Dentsu		0.0	MetLife Project	-0.5	0
15	14	Cheil		0.0	Samsung (Health & Game)	-1.5	0
						6.9	45

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

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1	3=	denstu X	Cosmetic Brand	0.6		0.6	2
2	8	MediaCom	Lululab	0.5		0.5	7
3	13	Starcom	FMCG Client	0.4		0.4	1
4=	1=	Havas Media	Yes24	0.2		0.2	1
4=	1=	Universal McCann	Auto Desk Project, Zespri	0.2		0.2	2
4=	3=	Mindshare	New Zealand Tourism Board, Almond Breeze (Blue Diamond) Project, Hong Kong	0.2		0.2	4
7=	3=	Zenith	Mercedes Benz Media AOR	0.1		0.1	1
7=	3=	PHD	Singapore Airlines	0.1		0.1	1
7=	7	Wavemaker	Jetstar, Hills	0.1	BlackRock	0.1	4
10	12	Vizeum	FMCG Client	0.0		0.0	1
11	9	Carat	FMCG Client	0.0		0.0	3
						2.3	27