



2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Aug 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
6	6	Ogilvy	Nike, Mondelez, Jeju Shinwha World Project, AccorHotels	1.6		1.4	4
3	3	Isobar	FMCG Client	1.4		1.4	15
4	4	BBD0	MetLife Project , Bayer	1.0		1.0	2
12	12	Wunderman Thompson		0.5		0.5	1
5	5	Leo Burnett	Samsung (Health & Game) Project	0.3		0.3	2
7	7	Anomaly	Johnnie Walker	0.14		0.1	1
8	8	Accenture Interactive	Aria	0.04		0.0	1
9=	9	Merkley+Partners	Performix	0.03		0.0	1
9=	10	Online Circle	Barilla	0.0		0.0	1
11	11=	McCann WorldGroup	Red Rock, I'm Well	0.6	WINIX AOR, Lead Agency	-0.3	3
12	-	TBWA		0.0	AXA	-0.4	0
13	13	VMLY&R		0.0		-0.5	0
14	-	Dentsu		0.0	MetLife Project	-0.5	0
15	14	Cheil		0.0	Samsung (Health & Game)	-1.5	0
						8.6	48

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Aug 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	denstu X	Cosmetic Brand	0.6		0.6	2
2	2	MediaCom	Lululab	0.5		0.5	7
3	3	Starcom	FMCG Client	0.4		0.4	1
4	6	Mindshare	Dyson, New Zealand Tourism Board, Almond Breeze (Blue Diamond) Project	0.3		0.3	6
5	4	Havas Media	Yes24	0.3		0.3	2
6	11	Carat	Vodafone	0.3		0.3	4
7	5	Universal McCann	Auto Desk Project, Zespri	0.2		0.2	2
8	7	Zenith	Mercedes Benz Media AOR	0.1		0.1	1
9	8	PHD	Singapore Airlines	0.1		0.1	1
10	10	Vizeum	FMCG Client	0.0		0.0	1
14	9	Wavemaker	Jetstar, Hills	0.1	Vodafone	-0.2	4
						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 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.