



2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Oct 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	3M Project, Mentisco Project, Aramco Project, EA, SIMS4 Project, Daemyung	4.2		4.2	13
2	2	Publicis	OB(CASS) AOR, Lead Agency, WINIX AOR, Lead Agency, Samsung (Bixby) Project	2.8		2.8	5
3	6	Ogilvy	Nike, Mondelez, Jeju Shinwha World Project, AccorHotels	2.1		1.9	5
4	3	Isobar	FMCG Client	1.4		1.4	15
5	4	BBDO	MetLife Project , Bayer	1.0		1.0	2
6	12	Leo Burnett	Samsung (Health & Game) Project	0.3		0.3	2
7	5	Wunderman Thompson	FMCG Client	0.5		0.3	1
8	7	MullenLowe Group	Bayer OTC brands	0.20		0.2	1
9	8	Anomaly	Johnnie Walker	0.14		0.14	1
10=	9=	Merkley+Partners	Performix	0.03		0.03	1
10=	9=	Online Circle	Barilla	0.0		0.03	1
12	12	McCann WorldGroup	Red Rock, I'm Well	0.9	WINIX AOR, Lead Agency	0.0	4
13	13	TBWA		0.0	AXA	-0.4	0
14	14	VMLY&R		0.0		-0.5	0
15	15	Dentsu		0.0	MetLife Project	-0.5	1
16	16	Cheil		0.0	Samsung (Health & Game)	-1.5	0
						9.4	52



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Oct 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	Universal McCann	Mattel, Amway, FujiFilm Instax, ROXX Project	1.9		1.9	5
2	8	Zenith	The Walt Disney Company	1.5		1.5	2
3	2	MediaCom	SK-II, Hotels.com	1.0		1.0	2
4	3	Mindshare	Tourism New Zealand, Manulife, Dyson	0.7		0.7	3
5	4	denstu X	Ralph Lauren	0.5		0.5	1
6	6	Starcom	Ferrero	0.4		0.4	3
7	7	Havas Media	Tripadvisor	0.2		0.1	1
8	8	PHD	Singapore Airlines	0.2		-0.1	1
9	9	Wavemaker	Shiseido Aqua Label	0.2	Vodafone	-0.2	3
10	10	Carat	Vodafone	0.4	The Walt Disney Company	-1.2	1
						4.7	22

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.