



Korea / Feb 2020

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2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	2	Universal McCann	Emirates Airlines, Nike	0.6		0.6	2
2	12	PHD	Diageo	0.5		0.5	1
3	1	MediaCom	Hasbro	0.2		0.2	1
4	9	Initiative	Lindt	0.1		0.1	1
5	7	Mindshare	Siwon School Project - Offline only	0.1		0.1	3
						0.5	8

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.