R3 WORLDWIDE

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Mar 2020

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	Gravity,MOGEF Project , Korea Christian Martyr Memorial Project, Nexon Kartrider Project	1.6		1.6	6
2	2	BBDO	Happy Bath , Amore Pacific (Mamonde) Global project , Amore Pacific (HappyBath)	1.2		1.2	4
3	3	Ogilvy	Nike, Yuhan Kimberly Project	1.1		1.1	2
4	4	Leo Burnett	Cadillac Project, AirAsia Project, McDonald's	0.6		0.6	3
5	5	VMLY&R	Intel	0.5		0.5	1
6	21	Dentsu	IT Client	0.3		0.3	3
7	9	Wunderman Thompson	HSBC	0.1		0.1	1
						4.6	20

R3 WORLDWIDE

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Mar 2020

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	Emirates Airlines, Nike	0.6		0.6	2
2	2	PHD	Diageo	0.5		0.5	1
3	3	MediaCom	Hasbro	0.2		0.2	1
4	6	dentsu X	Luaxry Client	0.1		0.1	4
5	4	Initiative	Lindt	0.1		0.1	1
6	5	Mindshare	Siwon School Project - Offline only	0.1		0.1	3
						0.7	15

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.