



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Apr 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	6	Mindshare	Siwon School Project - Offline only, Pepsi Traditional TV, IBM APAC	0.2		0.2	5
4	3	MediaCom	Hasbro	0.2		0.2	1
5	4	dentsu X	Luaxy Client	0.1		0.1	4
6	5	Initiative	Lindt	0.1		0.1	1
7	8	Starcom	British Council Project	0.0		0.0	1
8	7	Vizeum	FMCG Client	0.0		0.0	2
						0.9	18

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.