

2020 CREATIVE 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	4	Leo Burnett	Cadillac Project, AirAsia Project, McDonald's	1.9		1.9	5
2	1	DDB	Gravity,MOGEF Project , Korea Christian Martyr Memorial Project, Nexon Kartrider Project	1.7		1.7	8
3	2	BBDO	Happy Bath ,Amore Pacific (Mamonde) Global project ,Amore Pacific (HappyBath)	1.2		1.2	4
4	3	Ogilvy	Nike, Yuhan Kimberly Project	1.1		1.1	2
5	5	VMLY&R	Intel	0.5		0.5	1
6	6	Dentsu	IT Client	0.3		0.3	3
7	8	Publicis	Yves Saint Laurent Project, Alvogen Project	0.2		0.2	2
8	7	Wunderman Thompson	HSBC	0.10		0.1	1
9		Happy Marketer	Zespri International Digital	0.10		0.10	2
						6.3	28

1



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	Luaxry 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 R0I.