R3 WORLDWIDE

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / May 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	2	DDB	Korea Student Aid Foundation, AFK Arena Project, Gravity,MOGEF Project	2.3		2.3	10
2	1	Leo Burnett	Cadillac Project, AirAsia Project, McDonald's	1.9		1.9	5
3	3	BBDO	Happy Bath , Amore Pacific (Mamonde) Global project , Amore Pacific (HappyBath)	1.2		1.2	4
4	4	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	7	Publicis	Yves Saint Laurent Project, Alvogen Project, Coca Cola Project	0.3		0.3	3
8	8	Wunderman Thompson	HSBC	0.10		0.1	1
9	9	Happy Marketer	Zespri International Digital	0.10		0.10	2
					2020(Jan-May)	7.0	31
					2019(Jan-May)	5.4	42
					YoY Comparison:	30.0%	-26.2%

R3 WORLDWIDE

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / May 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, Energizer	0.7		0.7	3
2	2	PHD	Diageo	0.5		0.5	1
3	3	Mindshare	Siwon School Project - Offline only, Pepsi Traditional TV, IBM APAC	0.2		0.2	5
4	4	MediaCom	Hasbro	0.2		0.2	1
5	5	dentsu X	Luaxry Client	0.1		0.1	4
6	6	Initiative	Lindt	0.1		0.1	1
7	7	Starcom	British Council Project	0.0		0.04	1
8	8	Vizeum	FMCG Client	0.0		0.02	2

2020(Jan-May)	0.9	19
2019(Jan-May)	0.5	8
YoY Comparison:	71.8%	137.5%

2020 Creative & Media (Jan-May)	7.9	50
2019 Creative & Media (Jan-May)	5.9	50
YoY Comparison:	33.8%	0.0%

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.