R3 WORLDWIDE

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / June 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	Hanyang Construction, Korea Student Aid Foundation, AFK Arena Project	2.6		2.6	11
2	2	Leo Burnett	Cadillac Project, AirAsia Project, McDonald's, Samsung Project	2.1		2.1	7
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	Isobar	Amway Project	0.8		0.8	5
6	6	Publicis	OB Project, Daesang Project, Yves Saint Laurent Project, Alvogen Project, Coca Cola Project	0.6		0.6	5
7	7	VMLY&R	Intel	0.5		0.5	1
8	8	Dentsu	IT Client	0.32		0.3	4
9	9	Wunderman Thompson	HSBC	0.10		0.10	1
10	10	Happy Marketer	Zespri International Digital	0.10		0.10	2

2020(Jan-Jun)	8.7	42
2019(Jan-Jun)	7.1	43
YoY Comparison:	22.1%	-2.3%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / June 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	5	dentsu X	ELCA Korea	0.4		0.4	7
4	4	MediaCom	Hasbro	0.3		0.3	2
5	3	Mindshare	Siwon School Project - Offline only, Pepsi Traditional TV, IBM APAC	0.2		0.2	5
6	6	Initiative	Lindt, Lego - OOS Project	0.1		0.1	2
7	7	Starcom	British Council Project, Mirae Credit Information Project	0.0		0.05	2
8	8	Vizeum	FMCG Client	0.0		0.02	2

2020(Jan-Jun)	1.4	26
2019(Jan-Jun)	0.8	11
YoY Comparison:	75.6%	136.4%

2020 Creative & Media (Jan-Jun)	10.1	68
2019 Creative & Media (Jan-Jun)	7.9	54
YoY Comparison:	27.6%	25.9%

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.