R3 WORLDWIDE

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Sep 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 Project, Lina Project, LG Styler Project, Hanyang Construction	3.5		3.4	14
2	2	Leo Burnett	ABinBev Project, TikTok, McDonald's Project, Cadillac Project, AirAsia Project	2.4		2.4	10
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	1.0		1.0	10
6	9	Dentsu	IT Client	0.6		0.6	6
7	6	Publicis	Heineken Project, OB Project, Daesang Project, Coca Cola Project	0.6		0.6	6
8	7	McCann WorldGroup	Healthcare Client	0.60		0.6	2
9	8	VMLY&R	Intel	0.50		0.50	1
10	21	Grey Group	POSCO Project	0.24		0.24	2
11	10	Wunderman Thompson	HSBC	0.1		0.10	1
12	11	Happy Marketer	Zespri International Digital	0.1		0.1	2
					2020(Jan-Sep)	11.1	60
					2019(Jan-Sep)	8.7	50
					YoY Comparison:	28.4%	20.0%

R3 WORLDWIDE

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Sep 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	PHD	Diageo	0.8		0.8	2
2	1	Universal McCann	Emirates Airlines, Nike, Energizer	0.7		0.7	3
3	3	dentsu X	ELCA Korea	0.5		0.5	9
4	4	MediaCom	Hasbro, Uber	0.3		0.3	3
5	5	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	4
7	7	Starcom	British Council Project, Mirae Credit Information Project	0.0		0.05	2
8	8	Vizeum	FMCG Client	0.0		0.03	4
9	9	Wavemaker		0.0	Energizer	-0.1	0
10	10	Havas Media		0.0	Emirates Airlines	-0.2	0
11	11	OMD		0.0	Hasbro	-0.2	0
12	12	Carat	Pharmsville Project, The Kraft Heinz Company, Hansol Paper Project	0.3	Diageo	-0.2	6

2020(Jan-Sep)	2.2	38
2019(Jan-Sep)	2.7	37
YoY Comparison:	-18.8%	2.7%

2020 Creative & Media (Jan-Sep)	13.3	98
2019 Creative & Media (Jan-Sep)	11.4	87
YoY Comparison:	17.2%	12.6%

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.