R3 WORLDWIDE

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Oct 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	HP Project, LG Holiday Season Project, Gravity Project, Lina Project	3.9		3.8	16
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	Philips Project, Nike, Yuhan Kimberly Project	1.1		1.1	3
5	5	Isobar	Amway Project	1.0		1.0	10
6	8	McCann WorldGroup	Healthcare Client	1.0		1.0	3
7	6	Dentsu	IT Client	0.6		0.6	6
8	7	Publicis	Heineken Project, OB Project, Daesang Project, Coca Cola Project	0.61		0.6	6
9	9	VMLY&R	Intel	0.50		0.50	1
10	10	Grey Group	POSCO Project	0.24		0.24	2
11	11	Wunderman Thompson	HSBC	0.1		0.10	1
12	12	Happy Marketer	Zespri International Digital	0.1		0.10	2

2020(Jan-Oct)	11.9	64
2019(Jan-Oct)	9.4	52
YoY Comparison:	26.1%	23.1%

R3 WORLDWIDE

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Oct 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	PHD	Diageo	0.8		0.8	2
2	2	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	Gardasil Digital, Hasbro, Uber	0.4		0.4	4
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		0.03	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-Oct)	2.2	39
2019(Jan-Oct)	4.7	22
YoY Comparison:	-51.8%	77.3%

2020 Creative & Media (Jan-Oct)	14.1	103
2019 Creative & Media (Jan-Oct)	14.1	74
YoY Comparison:	0.3%	39.2%