



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Nov 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	HIV Vaccine Digital Media, Gardasil Digital, Hasbro, Uber	0.4		0.4	5
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	Philips	0.1	Energizer	-0.1	1
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-Nov)	2.3	41
2019(Jan-Nov)	3.8	53
YoY Comparison:	-39.7%	-22.6%

2020 Creative & Media (Jan-Nov)	15.5	110
2019 Creative & Media (Jan-Nov)	15.3	112
YoY Comparison:	1.6%	-1.8%

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.