



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Dec 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	Hanhwa Construction, LG Project, LG Aircare Project, LG Hwiseen Project, HP Project	5.1		5.0	20	
2	2	Leo Burnett	Cadillac, ABinBev Project, TikTok, McDonald's Project, Cadillac Project, AirAsia Project	3.1		3.0	12	
3	5	Ogilvy	Cardoc, Nestlé Illuma, Philips Project, Nike, Yuhan Kimberly Project	1.7		1.7	5	
4	3	McCann WorldGroup	Healthcare Client	1.4		1.4	5	
5	4	BBDO	Happy Bath , Amore Pacific (Mamonde) Global project , Amore Pacific (HappyBath)	1.2		1.2	4	
6	6	Isobar	Amway Project	1.0		1.0	10	
7	7	Publicis	Heineken Project, OB Project, Daesang Project, Coca Cola Project, Visa Production	0.9		0.9	7	
8	8	Dentsu	IT Client	0.64		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-Dec)	15.0	75
						2019(Jan-Dec)	14.6	67
						YoY Comparison:	2.7%	11.9%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Dec 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-Dec)	2.3	41
2019(Jan-Dec)	4.4	58
YoY Comparison:	-47.8%	-29.3%

2020 Creative & Media (Jan-Dec)	17.4	116
2019 Creative & Media (Jan-Dec)	19.1	125
YoY Comparison:	-9.0%	-7.2%

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.