



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Feb 2021

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	BBDO	Pharma Client	1.2		1.2	3
2	4	Ogilvy	HTB / Guronsan Bamond	0.8		0.8	1
3	5	McCann WorldGroup	Woori Bank	0.8		0.8	1
4	3	DDB	Davichi Optical, Doctor88, Ujoy Games Project	0.3		0.3	3
5	1	Leo Burnett	Diageo	0.3	Finance Client	-0.3	1

2021 (Jan-Feb):	2.7	9
2020 (Jan-Feb):	4.2	16
YoY Comparison:	-35.9%	-43.8%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Feb 2021

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	VIG Partner Project, LF Mall Project, Hyungji Fashion Group	0.2		0.2	3
2	2	Mindshare	Barun Chicken	0.1		0.1	1
3	3	Wavemaker	Albamon	0.1		0.1	1

2021 (Jan-Feb):	0.3	5
2020 (Jan-Feb):	0.5	8
YoY Comparison:	-	-37.5%

2021 Creative & Media ((Jan-Feb))	3.0	14
2020 Creative & Media ((Jan-Feb))	4.7	24
YoY Comparison:	-36.0%	-41.7%

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.