



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Jan 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	Universal McCann	VIG Partner Project, LF Mall Project, Hyungji Fashion Group	0.2		0.2	3
2	5	Mindshare	Barun Chicken	0.1		0.1	1
3	9	Wavemaker	Albamon	0.1		0.1	1

2021 Jan:	0.3	5
2020 Jan:	0.0	2
YoY Comparison:	-	150.0%

2021 Creative & Media (Jan)	0.7	7
2020 Creative & Media (Jan)	1.8	11
YoY Comparison:	-60.1%	-36.4%

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.