

## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Mar 2021

RANK THIS MONTH	RANK LAST Month	AGENCY	<b>RECENT WINS</b>	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	BBDO	Pharma Client	1.2	Pharma Client	1.2	3
1	3	McCann WorldGroup	Woori Bank	1.1	365 mc Project	1.1	2
1	4	DDB	Davichi Optical, Doctor88, Ujoy Games Project	0.9	Korea Housing & Urban Guarantee Group,Nexon Project,Doctor88	0.9	6
1	2	Ogilvy	HTB / Guronsan Bamond	0.8		0.8	2
1	5	Leo Burnett	Diageo	0.9	Finance Client	0.3	3
1	-	Grey Group	Grey Group	0.0	Instagram Reels Project , Moet Hennessy Project	0.0	2

2021 (Jan-Mar):	4.3	18
2020 (Jan-Mar):	4.6	20

1

YoY Comparison:



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Mar 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	4	PHD	DIAGEO	0.8		0.8	1
2	1	Universal McCann	VIG Partner Project, LF Mall Project, Hyungii Fashion Group	0.2		0.2	3
3	2	Mindshare	Barun Chicken	0.1		0.1	1
4	5	dentsu X	Galderma Korea	0.1		0.1	1
5	3	Wavemaker	Albamon	0.1		0.1	1
6	9	iProspect	Retail Client	0.0		0.0	1
					2021 (Jan-Mar):	0.5	12

2021 (Jan-Mar):	0.5	12
2020 (Jan-Mar):	0.7	15
YoY Comparison:		-20.0%

2021 Creative & Media ((Jan-Mar))	4.8	30
2020 Creative & Media ((Jan-Mar))	5.3	35
YoY Comparison:	-8.8%	-14.3%

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 R0I.