



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Apr 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	7	MediaCom	Febreze, Swiffer, Downy, Gillette, Oral-B, Braun Digital (ALL)	1.9		1.9	1
2	1	PHD	DIAGEO	0.8		0.8	1
3	2	Universal McCann	VIG Partner Project, LF Mall Project, Hyungii Fashion Group	0.2		0.2	3
4	3	Mindshare	Barun Chicken	0.1		0.1	1
5	4	dentsu X	Galderma Korea	0.1		0.1	1
6	5	Wavemaker	Albamon	0.1		0.1	1
7	6	iProspect	Retail Client	0.0		0.01	1

2021 (Jan-Apr):	2.4	13
2020 (Jan-Apr):	0.9	18
YoY Comparison:	160.2%	-27.8%

2021 Creative & Media ((Jan-Apr))	12.3	42
2020 Creative & Media ((Jan-Apr))	7.2	46
YoY Comparison:	69.8%	-8.7%

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.