



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / May 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	Leo Burnett	Diageo	6.3	Diageo	5.7	13
2	3	BBD0	Lead Construction Project	2.0	Lead Construction Project	2.0	5
3	2	McCann WorldGroup	Woori Bank	1.7	365 mc Project	1.7	4
4	4	DDB	Davichi Optical, Doctor88, Ujoy Games Project	0.9	Korea Housing & Urban Guarantee Group, Nexon Project, Doctor88	0.9	6
5	5	Ogilvy	HTB / Guronsan Bamond	0.8		0.8	2
6	6	Grey Group	Grey Group	0.5	Instagram Reels Project , Moet Hennessy Project	0.5	2

2021 (Jan-May):	11.5	32
2020 (Jan-May):	7.0	31
YoY Comparison:	64.8%	3.2%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / May 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	MediaCom	Gardasil, Febreze, Swiffer, Downy, Gillette, Oral-B, Braun Digital (ALL)	2.0		2.0	2
2	2	PHD	DIAGEO	0.8		0.8	1
3	3	Universal McCann	VIG Partner Project, LF Mall Project, Hyungii Fashion Group	0.2		0.2	3
4	4	Mindshare	GC Pharma, Barun Chicken	0.1		0.1	2
5	8	Initiative	Cigna	0.1		0.1	1
6	5	dentsu X	Galderma Korea	0.1		0.1	1
7	6	Wavemaker	Albamon	0.1		0.06	1
8	7	iProspect	Retail Client	0.0		0.01	1

2021 (Jan-May):	2.6	16
2020 (Jan-May):	0.9	19
YoY Comparison:	174.1%	-15.8%

2021 Creative & Media ((Jan-May))	14.1	48
2020 Creative & Media ((Jan-May))	7.9	50
YoY Comparison:	77.8%	-4.0%

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.