



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Jun 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	2	BBDO	Lead Construction Project	2.0	Lead Construction Project	2.0	5
3	4	DDB	LG Aircare Project, Nexon HP project Project, Davichi Optical	1.8	Korea Housing & Urban Guarantee Group, Nexon Project, Doctor88	1.8	9
4	3	McCann WorldGroup	Woori Bank	1.7	365 mc Project	1.7	4
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-Jun):	12.4 35
						2020 (Jan-Jun):	8.7 42
						YoY Comparison:	42.3% -16.7%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Jun 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	Haggen - Dazs, VIG Partner Project, LF Mall Project, Hyungii Fashion Group	0.4		0.4	4
4	4	Mindshare	GC Pharma, Barun Chicken	0.1		0.1	2
5	5	Initiative	Cigna	0.1		0.1	1
6	6	dentsu X	Galderma Korea	0.2		0.2	2
7	7	Wavemaker	Albamon	0.1		0.06	1
8	8	iProspect	Retail Client	0.1		0.06	4
						2021 (Jan-Jun):	4.4 22
						2020 (Jan-Jun):	1.4 26
						YoY Comparison:	205.8% -15.4%
						2021 Creative & Media ((Jan-Jun))	16.7 57
						2020 Creative & Media ((Jan-Jun))	10.1 68
						YoY Comparison:	65.4% -16.2%

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.