R3 WORLDWIDE

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Jul 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	6.9	Diageo	6.3	14
2	3	DDB	Jasengblo, LG Aircare Project, Nexon HP project Project, Davichi Optical	2.1	Korea Housing & Urban Guarantee Group,Nexon Project,Doctor88	2.1	10
3	2	BBDO	Lead Construction Project	2.0	Lead Construction Project	2.0	5
4	4	McCann WorldGroup	Woori Bank	1.7	365 mc Project	1.7	4
5	5	Ogilvy	Hotels.com, HTB / Guronsan Bamond	1.1		1.1	3
6	6	Grey Group	Grey Group	0.5	Instagram Reels Project , Moet Hennessy Project	0.5	2

2021 (Jan-Jul):	13.6	38
2020 (Jan-Jul):	9.5	46
YoY Comparison:	42.5%	-17.4%

R3 WORLDWIDE

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Jul 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)	4.9		4.9	3
2	2	PHD	DIAGEO, Dunamu Upbit	1.4		1.4	2
3	12	Carat	FMCG Client	1.6		0.8	5
4	3	Universal McCann	Haggen - Dazs, VIG Partner Project, LF Mall Project, Hyungii Fashion Group	0.4		0.4	4
5	4	Mindshare	Olive Young, GC Pharma, Barun Chicken	0.2		0.2	3
6	7	Wavemaker	Albamon	0.2		0.2	2
7	6	dentsu X	Galderma Korea	0.2		0.15	2
8	5	Initiative	Cigna	0.1		0.10	1
9	8	iProspect	Retail Client	0.1		0.1	4

2021 (Jan-Jul):	8.0	26
2020 (Jan-Jul):	1.4	27
YoY Comparison:	456.9%	-3.7%

2021 Creative & Media ((Jan-Jul))	21.6	64
2020 Creative & Media ((Jan-Jul))	11.0	73
YoY Comparison:	97.2%	-12.3%

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 ROI.