

## **2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE**

Korea / Aug 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	LG Airsolution Project, Toptoon, Nexon Katrider Project	3.0	Korea Housing & Urban Guarantee Group,Nexon Project,Doctor88	3.0	13
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
7	-	Publicis	HomePlus Project	0.2		0.2	1
					<b>2021</b> (Jan-Aug):	14.7	42
					2020 (Jan-Aug):	10.5	51
					YoY Comparison:	40.1%	-17.6%

YoY Comparison: 40.1% -17.6%



## **2021 MEDIA AGENCIES NEW BUSINESS LEAGUE**

Korea / Aug 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	3	Carat	FMCG Client	1.6		0.8	5
4	4	Universal McCann	Haggen - Dazs, VIG Partner Project, LF Mall Project, Hyungii Fashion Group	0.4		0.4	4
5	5	Mindshare	Hogangnono, Olive Young, GC Pharma, Barun Chicken	0.4		0.4	4
6	6	Wavemaker	Albamon	0.2		0.2	2
7	7	dentsu X	Galderma Korea	0.2		0.15	2
8	8	Initiative	Cigna	0.1		0.10	1
9	9	iProspect	Retail Client	0.1		0.1	4
10	10	Starcom	Daesang Project	0.1		0.1	1
					2021 (Jan-Aug):	8.2	28
					2020 (Jan-Aug):	1.4	28
					YoY Comparison:	467.0%	0.0%

YoY Comparison:	92.0%	-11.4%
2020 Creative & Media ((Jan-Aug))	11.9	79
2021 Creative & Media ((Jan-Aug))	22.9	70

## 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.