R3 WORLDWIDE

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Oct 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	2	DDB	LG Airsolution Project, Toptoon, Nexon Katrider Project	3.0	Korea Housing & Urban Guarantee Group,Nexon Project,Doctor88	3.0	13
3	3	BBDO	Lead Construction Project	2.0	Lead Construction Project	2.0	5
4	4	Ogilvy	Menarini, Hotels.com, HTB / Guronsan Bamond	1.8		1.8	4
5	5	McCann WorldGroup	Woori Bank	1.7	365 mc Project	1.7	4
6	6	Grey Group	Grey Group	0.5	Instagram Reels Project , Moet Hennessy Project	0.5	2
7	7	Publicis	HomePlus Project	0.2		0.2	1
					2021 (Jan-Oct):	15.4	43
					2020 (Jan-Oct):	11.1	60
					YoY Comparison:	38.7%	-28.3%

R3 WORLDWIDE

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Oct 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	Bausch Lomb, Prodiax23	5.1		5.1	6
2	2	PHD	Chanel, DIAGEO, Dunamu Upbit	2.2		2.2	3
3	3	Carat	FMCG Client	2.0		1.2	6
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
9	9	Initiative	Cigna, What3Words -Branding campaign	0.3		0.3	2
6	6	dentsu X	Galderma Korea	0.2		0.22	6
7	7	Wavemaker	Albamon	0.2		0.16	2
8	8	iProspect	Cookat Inc., Cos Stores	0.1		0.1	7

2021 (Jan-Oct):	8.4	37
2020 (Jan-Oct):	2.2	38
YoY Comparison:	285.8%	-2.6%

2021 Creative & Media ((Jan-Oct))	23.9	80
2020 Creative & Media ((Jan-Oct))	13.3	98
YoY Comparison:	79.3%	-18.4%

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.