



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Nov 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	7.1	Diageo	6.5	15	
2	2	DDB	Danbi Education, LG Airsolution Project, Tootoon, Nexon Katrider Project	3.1	Korea Housing & Urban Guarantee Group,Nexon Project,Doctor88	3.1	14	
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	Volkswagen Porsche Project	0.6	Instagram Reels Project , Moet Hennessy Project	0.6	3	
7	7	Publicis	HomePlus Project	0.2		0.2	1	
						2021 (Jan-Nov):	15.9	46
						2020 (Jan-Nov):	13.2	69
						YoY Comparison:	20.3%	-33.3%



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Nov 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	5	Mindshare	Kakao Golfwear, Sealy, Aer	0.9		0.8	9
5	9	Initiative	Cigna, What3Words -Branding campaign	0.3		0.3	2
6	6	dentsu X	Galderma Korea	0.2		0.2	6
7	7	Wavemaker	Albamon	0.2		0.16	2
8	8	iProspect	Cookat Inc., Cos Stores	0.1		0.14	7
9	11	OMD	Beiersdorf	0.2	Cigna	0.1	1
10	10	Havas Media		0.0		0.0	0
11	12	Starcom	Daesang Project	0.2		-0.2	2
12	4	Universal McCann	Dyson, Haggen - Dazs, VIG Partner Project, LF Mall Project, Hyungji Fashion Group	0.4	The Coca-Cola Company	-3.6	5

2021 (Jan-Nov):	6.5	49
2020 (Jan-Nov):	2.3	41
YoY Comparison:	181.6%	19.5%

2021 Creative & Media ((Jan-Nov))	22.4	95
2020 Creative & Media ((Jan-Nov))	15.5	110
YoY Comparison:	44.4%	-13.6%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.