

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Dec 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 Airtsolution Project, Toptoon, Nexon Katrider Project	3.1	Korea Housing & Urban Guarantee Group,Nexon Project,Doctor88	3.1	14
3	3	BBDO	North Face, Lead Construction Project	2.1	Lead Construction Project	2.1	6
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-Dec):	16.0 47
						2020 (Jan-Dec):	15.0 75
						YoY Comparison:	6.1% -37.3%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Dec 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	Bose Corporation, Bausch Lomb, Prodiax23	5.1		5.1	7
2	3	Carat	The Coca-Cola Company, Groupe SEB Korea	3.5		2.7	8
3	2	PHD	Chanel, DIAGEO, Dunamu Upbit	2.2		2.2	3
4	4	Mindshare	Kakao Golfwear, Sealy, Aer	1.0		0.9	11
5	6	dentsu X	Galderma Korea, Mobile Tung, Shinpoong	0.5		0.5	9
6	5	Initiative	Cigna, What3Words -Branding campaign	0.3		0.3	2
7	7	Wavemaker	Albamon	0.2		0.16	2
8	8	iProspect	Cookat Inc., Cos Stores	0.1		0.14	7
9	9	OMD	Beiersdorf	0.2	Cigna	0.1	1
10	10	Havas Media		0.0		0.0	0
11	11	Starcom	Daesang Project	0.2		-0.2	2
12	12	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-Dec):	8.4	57
2020 (Jan-Dec):	2.3	41
YoY Comparison:	262.3%	39.0%

2021 Creative & Media ((Jan-Dec))	24.3	104
2020 Creative & Media ((Jan-Dec))	17.4	116
YoY Comparison:	40.2%	-10.3%

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.