



## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Jan 2022

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	4	Ogilvy	MSD	0.4		0.4	2
2	2	DDB	FMCG Client	0.1		0.1	1
2022 (Jan):						0.5	3
2021 (Jan):						0.4	2
YoY Comparison:						27.7%	50.0%



**2022 MEDIA AGENCIES NEW BUSINESS LEAGUE**

Korea / Jan 2022

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

2022 (Jan):	0.0	0
2021 (Jan):	0.3	5
YoY Comparison:	-100.0%	-100.0%

2022 Creative & Media ((Jan)	0.5	3
2021 Creative & Media ((Jan))	0.7	7
YoY Comparison:	-33.7%	-57.1%

**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.