2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Feb 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	2	DDB	FMCG Client	1.1		1.1	3
2	1	Ogilvy	MSD, Yum! Brands	0.4		0.4	3
3	4	BBDO	Storytel	0.3		0.3	1
4	6	Grey Group	Bang & Olufsen	0.0		0.0	1

2022 (Jan):	1.8	8
2021 (Jan):	2.7	9
YoY Comparison:	-34.2%	-11.1%

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Feb 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	Mindshare	Maxcut, Golden Goose	0.7		0.7	2
2	1	MediaCom	DL Group, Bolton Group	0.3		0.3	2

2022 (Jan):	0.9	4
2021 (Jan):	0.3	5
YoY Comparison:	169.8%	-20.0%

2022 Creative & Media ((Jan)	2.7	12
2021 Creative & Media ((Jan))	3.0	14
YoY Comparison:	-11.1%	-14.3%

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.