

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	1	DDB	LG Project	1.2		1.2	4
2	2	Ogilvy	MSD, Yum! Brands	0.4		0.4	3
3	3	BBDO	Storytel	0.3		0.3	1
4	4	Grey Group	Bang & Olufsen	0.0		0.0	1
5	-	Dentsu	Certified Angus Beef Project	0.0		0.0	1
					2022 (Jan-Mar):	1.9	10

2022 (Jan-Mar): 1.9 10
2021 (Jan-Mar): 4.3 18
YoY Comparison: -56.6% -44.4%

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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	8	iProspect	Kering SA	0.7		0.7	1
2	1	Mindshare	Maxcut, Golden Goose	0.7		0.7	2
3	2	MediaCom	Prodiax23, Rio Mare, DL Group, Bolton Group	0.6		0.6	5
4	12	Universal McCann	Preedlife	0.3		0.3	1
5	5	dentsu X	Confidential Client	0.1		0.1	1
					2022 (Jan-Mar):	2.2	10
					2021 (Jan-Mar):	0.5	12
					YoY Comparison:	313.3%	-16.7%

2022 Creative & Media ((Jan)	4.1	20
2021 Creative & Media ((Jan))	4.8	30
YoY Comparison:	-15.8%	-33.3%

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 R0I.