

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Apr 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, Namyang Milk Project	1.4		1.4	6
2	2	Ogilvy	MSD, Yum! Brands	0.7		0.7	4
3	3	BBDO	Storytel	0.3		0.3	1
4	4	Grey Group	Bang & Olufsen	0.0		0.0	1
5	5	Dentsu	Certified Angus Beef Project	0.0		0.0	1
					2022 (Jan-Apr):	2.4	13

2022 (Jan-Apr): 2.4 13
2021 (Jan-Apr): 9.8 29
YoY Comparison: -75.9% -55.2%

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2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Apr 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	iProspect	Kering SA	0.7		0.7	1
2	2	Mindshare	Maxcut, Golden Goose	0.7		0.7	2
3	3	MediaCom	Prodiax23, Rio Mare, DL Group, Bolton Group	0.6		0.6	5
4	4	Universal McCann	Preedlife	0.3		0.3	1
5	5	dentsu X	Confidential Client	0.1		0.1	1
					2022 (Jan-Apr):	2.2	10
					2021 (Jan-Apr):	2.4	13
					YoY Comparison:	-9.7%	-23.1%
					2022 Creative & Media ((Jan)	4.6	23
					2021 Creative & Media ((Jan))	12.3	42
					V-V 0	00.7%	45.00/

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 Apr keting R0I.

YoY Comparison: