R3 WORLDWIDE

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / May 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	7
2	2	Ogilvy	MSD, Yum! Brands, Invest In Canada	0.7		0.7	5
3	3	BBDO	Storytel	0.3		0.3	1
4	4	Grey Group	Bang & Olufsen, Genesis BBQ Project	0.0		0.0	2
5	5	Dentsu	Certified Angus Beef Project	0.0		0.0	1

2022 (Jan-May):	2.4	16
2021 (Jan-May):	9.8	29
YoY Comparison:	-75.2%	-44.8%

R3 WORLDWIDE

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / May 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	3	MediaCom	Febreze Digital, Prodiax23, Rio Mare, DL Group, Bolton Group	0.7		0.7	6
2	2	Mindshare	Joywalks, Maxcut, Golden Goose	0.7		0.7	3
3	1	iProspect	Kering SA	0.7		0.7	1
4	4	Universal McCann	Preedlife	0.3		0.3	1
5	5	dentsu X	Confidential Client	0.1		0.1	1

2022 (Jan-May):	2.3	12
2021 (Jan-May):	2.4	13
YoY Comparison:	-4.0%	-7.7%

2022 Creative & Media ((Jan-May)	4.8	28
2021 Creative & Media (Jan-May)	12.3	42
YoY Comparison:	-61.0%	-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 Apr keting ROI.