

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Jun 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	Skylife, LG Project, Namyang Milk Project	1.5		1.5	8
2	2	Ogilvy	MSD, Yum! Brands, Invest In Canada	0.7		0.7	5
3	3	BBDO	Storytel	0.3		0.3	1
4	-	Isobar	Abbott Korea, Ralph Lauren Corporation Project	0.1		0.1	3
5	4	Grey Group	Bang & Olufsen, Genesis BBQ Project	0.0		0.0	2
6	5	Dentsu	Certified Angus Beef Project	0.0		0.0	1
					2022 (Jan-Jun):	2.7	20
					2021 (Jan-Jun):		35
					(34113411).		

YoY Comparison:

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2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Jun 2022

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	OVERALL YTD REVENUE	No.of Wins
1	1	MediaCom	Procter & Gamble, Febreze Digital, Prodiax23, Rio Mare, DL Group,	0.9		(USD \$m) 0.9	7
2	2	Mindshare	Sanofi Project, Joywalks, Maxcut, Golden Goose	0.8		0.8	4
3	3	iProspect	Kering SA	0.7		0.7	3
4	4	Universal McCann	Preedlife	0.3		0.3	1
5	5	dentsu X	Travel Wallet Project	0.2		0.2	9
6	8	Initiative	ESPRIT	0.2		0.2	1
7	6	Carat	Lenovo (KR) Limited, kundal korea	0.2		0.10	4
8	10	OMD	BRP Project	0.0		0.01	1
					2022 (Jan-Jun):	2.9	30
					2021 (Jan-Jun):		22
					YoY Comparison:		36.4%
					2022 Creative & Media ((Jan-Jun)	5.5	50
					0004.0 0.14		

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.

2021 Creative & Media (Jan-Jun)

YoY Comparison:

-12.3%