2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Aug 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	1.6		1.6	8
2	2	Ogilvy	Hugel, MSD, Yum! Brands, Invest In Canada	1.0		1.0	6
3	3	Leo Burnett	Hugel	0.8		0.8	4
4	4	BBDO	Storytel	0.3		0.3	1
5	5	Isobar	Abbott Korea, Ralph Lauren Corporation Project	0.1		0.1	3
6	-	FCB	McCain	0.1		0.1	2
7	6	Grey Group	Bang & Olufsen, Genesis BBQ Project	0.0		0.0	2
8	7	Dentsu	Certified Angus Beef Project	0.00		0.0	1
					2022 (Jan-Aug):	3.9	25
					2021 (Jan-Aug):	14.7	42
					YoY Comparison:	-73.7%	-40.5%

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Aug 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	Starcom	Delivery Hero	1.2		1.2	2
2	2	MediaCom	Procter & Gamble, Febreze Digital, Prodiax23, Rio Mare, DL Group, Bolton Group	0.9		0.9	7
3	3	Mindshare	Sanofi Project, Joywalks, Maxcut, Golden Goose	0.9		0.9	6
4	4	iProspect	Kering SA	0.7		0.7	3
5	5	Universal McCann	Preedlife	0.3		0.3	1
6	6	dentsu X	Travel Wallet Project	0.2		0.2	9
7	7	Initiative	ESPRIT	0.2		0.15	1
8	8	Carat	Lenovo (KR) Limited, kundal korea	0.2		0.10	4
9	9	OMD	BRP Project	0.0		0.0	1
10	-	M/SIX	CBRE	0.0		0.0	1

2022 (Jan-Aug):	4.2	35
2021 (Jan-Aug):	8.2	28
YoY Comparison:	-49.4%	25.0%

2022 Creative & Media ((Jan-Aug)	8.0	60
2021 Creative & Media (Jan-Aug)	22.9	70
YoY Comparison:	-65.0%	-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 Apr keting ROI.