



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Apr 2016

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	6=	TBWA	Claire's, ILOOM	1.53		1.53	3
2	1	DDB	Toreore, Chochos Factory, Samyang Optics, Cooper Vision(Digital)	1.20		1.20	8
3	2	Leo Burnett	Pfizer	0.90		0.90	2
4	3	McCann WorldGroup	Dyson Project, Hineken Project, GJBC Project,	0.63		0.63	23
5	-	Isobar	Hyundai	0.44		0.44	6
6	6=	Y&R	Car Client	0.40		0.40	1
7	4	J Walter Thompson	The oozoo Project, Sevenluck Project	0.33		0.33	3
8	6=	Dentsu	Sport Client	0.02		0.02	1
9	5	Ogilvy	Yuhan Kimberly	0.01		0.01	1
10=	6=	BBDO		0.00		0.00	0
10=	6=	Grey Group		0.00		0.00	0
10=	6=	Mullen Lowe		0.00		0.00	0
10=	6=	Havas Worldwide		0.00		0.00	0
10=	6=	FCB		0.00		0.00	0
10=	6=	Bates		0.00		0.00	0
10=	6=	Saatchi & Saatchi		0.00		0.00	0
10=	6=	Publicis		0.00		0.00	0
18	17	Cheil		0.30	Pfizer	-0.25	1
						5.2	49

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Apr 2016

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	MediaCom	Tempur Sealy, GSK, LS Networks, Jayjun	1.05		1.05	7
2	2	Havas Media	Manufacture Client	0.40		0.40	1
3	3	OMG	Pfizer	0.38		0.38	1
4	4	MEC	Yuanta, Twosomeplace, People Fund	0.28		0.28	3
5	5	Carat	ISMG(KB Insurance) Planning	0.27		0.27	5
6	6	Mindshare	Elle Sport	0.15		0.15	1
7	7=	Zenith	Nikon	0.03		0.03	1
8	14	Universal McCann	D'live, Papajones, C&M, Sony Pictures	0.42	Tempur Sealy	0.02	6
9	7=	OMD	Sony Pictures	0.00		0.00	0
10=	7=	Starcom		0.00		0.00	0
10=	7=	Dentsu Media		0.00		0.00	0
10=	7=	PHD		0.00		0.00	0
10=	7=	Initiative		0.00		0.00	0
10=	7=	Vizeum		0.00		0.00	0
						2.6	25

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 ROI.