



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Apr 2017

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	McCann WorldGroup	Expedia Project, Shinwha World Project,	1.02		1.02	47
2	1	Ogilvy	Kimberly Clark Korea, FMK Project	0.90		0.90	3
3	2	Leo Burnett	VolksWage, Bayer Project	0.80		0.80	2
4	5=	J Walter Thompson	Car Client	0.70		0.70	2
5	4	DDB	Daemyung, Yongsan District Project, Booyoung Group Project	0.64		0.64	3
6-	5=	Isobar	Manufacture Client	0.30		0.30	3
6-	5=	Publicis	Winx Project	0.26		0.26	1
6-	5=	Dentsu		0.22		0.22	3
6-	5=	Bates		0.00		0.00	0
6-	5=	BBDO		0.00		0.00	0
6-	5=	Cheil		0.00		0.00	0
6-	5=	FCB		0.00		0.00	0
6-	5=	Grey Group		0.00		0.00	0
6-	5=	Havas Worldwide		0.00		0.00	0
6-	5=	MullenLowe Group		0.00		0.00	0
6-	5=	Saatchi & Saatchi		0.00		0.00	0
6-	5=	TBWA		0.00		0.00	0
6-	5=	Y&R		0.00		0.00	0
						4.8	64

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Apr 2017

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	Procter & Gamble, Brand USA	6.60		6.60	3
2	2	Zenith	Hotel Client	0.50		0.50	2
3	4	Havas Media	Maeil Absolute, Jinro, ChengJongWon	0.50		0.50	4
4	3	MEC	NS Homeshopping, Hyundai Elevator, Dio, Clean Topia	0.49		0.49	6
5	7	Dentsu Media	Internet Client	0.48		0.48	9
6	8=	Mindshare	Wemakeprice	0.38		0.38	1
7	14	Carat	Restaurant Client	0.64	Hyundai Elevator	0.33	8
8	8=	OMD	Luxtottica	0.10		0.10	1
9	6	Universal McCann	Hyunggi Fashion Project	0.08		0.08	4
10	5	PHD	HP(digital)	0.05		0.05	1
11	8=	Vizeum	Manufacture Client	0.01		0.01	2
12=	8=	Initiative		0.00		0.00	0
12=	8=	OMG		0.00		0.00	0
12=	8=	Starcom		0.00		0.00	0
						9.5	41

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.