



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Aug 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	DDB	KT&G, 7Luck Casino, Yupdduk, OOZOO, KAIT Project	4.56		4.56	16
2	3	TBWA	Clares, ILOOM	2.71		2.71	7
3	2	McCann WorldGroup	DBDB, Blizzard, Tony Moly, Coca-Cola Project, Dyson Project	2.48		2.48	50
4	4	Ogilvy	Namyong Vivien, CJ Beat, KFC Korea, Miele, Vivien,	2.11		2.11	8
5	6	Leo Burnett	Pfizer, ACUON Capital, Google Project	1.10		1.10	4
6	5	Y&R	Kellogg SNS Marketing, MSD	1.00		1.00	3
7	8	Dentsu	Sport Client	0.67		0.67	8
8	7	Isobar	Hyundai	0.61		0.61	9
9-	9=	BBDO		0.00		0.00	0
9-	9=	Grey Group		0.00		0.00	0
9-	9=	Mullen Lowe		0.00		0.00	0
9-	9=	Havas Worldwide		0.00		0.00	0
9-	9=	FCB		0.00		0.00	0
9-	9=	Bates		0.00		0.00	0
9-	9=	Saatchi & Saatchi		0.00		0.00	0
9-	9=	Publicis		0.00		0.00	0
17	17	Cheil		0.30	Pfizer	-0.25	1
18	18	J Walter Thompson	The oofoo Project, Sevenluck Project	0.33	OOZOO	-2.27	3
						12.7	109

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Aug 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	Universal McCann	Yakurt Korea(Super100), Netmarble, VF Group, D'live, Papajones, C&M	1.48	Tempur Sealy	0.98	13
2	2	MediaCom	P&G, 8%, GongCha, Tempur Sealy, GSK, LS Networks	1.36	Volkswagen	0.86	10
3	3	Carat	ISMG(KB Insurance) Planning	0.85		0.85	16
4	6	Dentsu Media	Finance Client	0.61		0.61	6
5	4	Starcom	Handok, Ferregamo, Alvogen Project	0.58		0.58	3
6	5	PHD	Volkswagen	0.50		0.50	1
7	7	MEC	Yuanta, Cheiljedang/Hatban, Grevin/Jisun Park	0.46		0.46	6
8	8	Havas Media	Manufacture Client	0.40		0.40	1
9	9	OMG	Pfizer	0.38		0.38	1
10	10	Vizeum	FMCG Client	0.26		0.26	4
11	11	Zenith	Nikon(Digital), Accuon	0.18		0.18	2
12	12	Initiative		0.00		0.00	0
13	13	OMD		0.00	Tourism Australia	-0.10	0
14	14	Mindshare	Elle Sport, Hyatt Hotel	0.50	VF Group	-0.25	3
						5.7	66

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.