



2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Dec 2015

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	TBWA	Saramin, 365mc, Kyochon F&B, Dermatix, Kwangdong Pharmaceutical Samdasoo	6.04	Communication Client	5.22	16
2	3	Leo Burnett	Boost Project, Cadillac, Kellogg, Rejuran/ReAn, Hancm, VW	4.92		4.92	18
3	2	McCann WorldGroup	Thirty Six Point Five, Sunny Side Up Project, Miz Project	4.78		4.68	76
4	4	Ogilvy	Yuhan, Kimberly Clark Korea Project, Hyatt Hotels, CJ Lion	3.86		3.86	15
5	6	DDB	Porshe, Osram, Nareum Humans Project, Lego, Ferrero	4.43	Yuhan	3.83	22
6	5	BBDO	Shinsegye I&C, Laneige, PATI Games	3.34		3.31	3
7	7	Dentsu	Metlife Project, Wooricard Project, J Trust Project	2.71		2.71	10
8	8	J Walter Thompson	NHN Entertainment Project, Nikon Project, KFCC Project	2.21		2.19	7
9	9	Grey Group	Adidas Project	1.35	Dermatix	0.82	3
10=	10=	Mullen Lowe		0.00		0.00	0
10=	10=	Havas Worldwide		0.00		0.00	0
10=	10=	FCB		0.00		0.00	0
10=	10=	Bates		0.00		0.00	0
10=	10=	Saatchi & Saatchi		0.00		0.00	0
10=	10=	Y&R		0.00		0.00	0
10=	10=	Publicis		0.00		0.00	0
						31.5	170

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Dec 2015

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	ZenithOptimedia	LVMH, Royal Canin, Pagoda Institute	2.9		2.88	10
2	2	Starcom MediaVest	ABI	2.1		2.05	4
3	6	Universal McCann	Nexen Tire, VANS, Wisebay, LF FASHION,CJ	1.8	Tempur	1.56	21
4	4	Carat	Sigong Media, Webzen, K-BIZ, Philips, Gamevil	1.4		1.45	59
5	3	Dentsu Media	Gungho, Treasure Island, NUC Electronics, Colopl,Bridgestone	1.4		1.38	20
6	5	MediaCom	Wangdduggeong, Elle Golf & Outdoor , Tempur	1.2		0.99	9
7	8	PHD	SC Johnson(buying), Unilever(Search)	0.7	Transitions	0.64	4
8	7	Mindshare	Pizza Hut, Prada Korea, Michael Kors	0.7		0.60	3
9	12	Havas Media	EA Games, JDE	0.2	Subaru	0.13	2
10	9	MEC	Socar, Lutronic, General Mills, Concern	0.3		0.03	5
11	10=	Initiative		0.0		0.00	0
12	10=	OMD		0.0		-0.75	0
13	13	Vizeum	Panasonic	0.2		-1.33	2
						9.6	139

METHODOLOGY

The R3 New Business League has been compiled each of the last 160 months using data supplied by 26 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 for clients across the region.

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