

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Dec 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	TBWA	Carver, Claires, ILOOM, Netflix(Digital)	6.83		6.69	11
2	2	DDB	Grand Korea Leisure, Reskin, Bio-Oil, KT&G, 7Luck Casino, Yupdduk	5.60		5.60	22
3	3	McCann WorldGroup	Shilla Duty Free Shop Project, Seoul Milk Project, Winix Project	4.70		4.70	101
4	5	Leo Burnett	Pfizer, ACUON Capital, Google Project	2.45		2.45	7
5	4	Ogilvy	IBM Project, Wellhill Park Project, JC Korea Project, Rockwell Automation Project	2.38		2.38	14
6	6	Publicis	20th Century Fox, Nestle NDG Digital	1.92		1.92	3
7	7	Y&R	Kellogg SNS Marketing, MSD	1.00		0.70	3
8	8	Dentsu	Sport Client	0.67		0.67	8
9	9	Isobar	Hyundai	0.61		0.61	9
10	10	Grey Group	Chanel, JTI Project, Grevin Project	0.26		0.26	6
11-	11=	BBDO		0.00		0.00	0
11-	11=	Mullen Lowe		0.00		0.00	0
11-	11=	Havas Worldwide		0.00		0.00	0
11-	11=	FCB		0.00		0.00	0
11-	11=	Bates		0.00		0.00	0
11-	11=	Saatchi & Saatchi		0.00		0.00	0
17	17	Cheil	Car Client Project	0.30	Pfizer	-0.55	1
18	18	J Walter Thompson	The oofoo Project, Sevenluck Project	1.50	OOZOO	-1.10	7
						24.3	192

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Dec 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	Carat	ISMG(KB Insurance) Planning	1.51		1.51	42
2	2	Universal McCann	FitBit, Dongsuh Food, T Cast	1.89	Tempur Sealy	1.39	16
3	3	Starcom	Welcron Group, Hackers Project, Welcron Group, Handok	0.93		0.93	5
4	5	Dentsu Media	Finance Client	0.61		0.61	10
5	4	MediaCom	P&G, 8%, GongCha, Tempur Sealy, GSK, LS Networks	1.36	Volkswagen	0.58	10
6	6	PHD	Volkswagen	0.50		0.50	1
7	7	MEC	Yuanta, Cheiljedang/Hatban, Grevin/Jisun Park	0.46		0.46	6
8	8	Zenith	21st Century Fox, Nikon(Digital), Accuon	0.43		0.43	3
9	9	Havas Media	Manufacture Client	0.40		0.40	1
10	10	OMG	Pfizer	0.38		0.38	1
11	12	Mindshare	Elle Sport, Hyatt Hotel, Boehringer Ingelheim GmbH, L'Oreal	1.10	VF Group	0.35	5
12	11	Vizeum	FMCG Client	0.27		0.27	6
13	13	Initiative		0.00		0.00	0
14	14	OMD		0.00	Tourism Australia	-0.23	0
						7.6	106

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.