



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Feb 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	Toreore, Chochos Factory, Samyang Optics, Nonghyup (Mok Uchon)	0.82		0.82	6
2	4=	McCann WorldGroup	Dyson Project	0.34		0.34	8
3	2	J Walter Thompson	The oozoo Project, Sevenluck Project	0.31		0.31	2
4	3	Ogilvy	Yuhan Kimberly	0.01		0.01	1
5-	4=	TBWA		0.00		0.00	0
5-	4=	Leo Burnett		0.00		0.00	0
5-	4=	BBDO		0.00		0.00	0
5-	4=	Dentsu		0.00		0.00	0
5-	4=	Grey Group		0.00		0.00	0
5-	4=	Mullen Lowe		0.00		0.00	0
5-	4=	Havas Worldwide		0.00		0.00	0
5-	4=	FCB		0.00		0.00	0
5-	4=	Bates		0.00		0.00	0
5-	4=	Saatchi & Saatchi		0.00		0.00	0
5-	4=	Y&R		0.00		0.00	0
5-	4=	Publicis		0.00		0.00	0
						1.5	17



2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Feb 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	0.4		0.40	1
2	2	OMD	Sony Pictures	0.3		0.30	1
3	3=	Mindshare	Elle Sport	0.2		0.15	1
4	3=	Carat	Naver Webtoon	0.0		0.05	1
3-	3=	Zenith		0.0		0.00	0
3-	3=	Starcom		0.0		0.00	0
3-	3=	Dentsu Media		0.0		0.00	0
3-	3=	PHD		0.0		0.00	0
3-	3=	Havas Media		0.0		0.00	0
3-	3=	MEC		0.0		0.00	0
3-	3=	Initiative		0.0		0.00	0
3-	3=	Vizeum		0.0		0.00	0
13	13	Universal McCann	Papajones	0.0	Sony Pictures	-0.68	1
						0.2	5

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.