



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Feb 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	2	Ogilvy	Kimberly Clark Korea, FMK Project	0.90		0.90	3
2	1	Leo Burnett	VolksWage, Bayer Project	0.80		0.80	2
3	3	DDB	Yongsan District Project, Booyoung Group Project	0.34		0.34	2
4	4	McCann WorldGroup	FMCG Client	0.29		0.29	19
5-	5=	Bates		0.00		0.00	0
5-	5=	BBDO		0.00		0.00	0
5-	5=	Cheil		0.00		0.00	0
5-	5=	Dentsu		0.00		0.00	0
5-	5=	FCB		0.00		0.00	0
5-	5=	Grey Group		0.00		0.00	0
5-	5=	Havas Worldwide		0.00		0.00	0
5-	5=	Isobar		0.00		0.00	0
5-	5=	J Walter Thompson		0.00		0.00	0
5-	5=	Mullen Lowe		0.00		0.00	0
5-	5=	Publicis		0.00		0.00	0
5-	5=	Saatchi & Saatchi		0.00		0.00	0
5-	5=	TBWA		0.00		0.00	0
5-	5=	Y&R		0.00		0.00	0
						2.3	26

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Feb 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	4=	MediaCom	Procter & Gamble	4.00		4.00	1
2	4=	Zenith	Hotel Client	0.50		0.50	2
3	1	MEC	Hyundai Elevator, Dio, Clean Topia	0.41		0.41	5
4	2	Havas Media	Maeil Absolute, Jinro, ChengJongWon	0.25		0.25	3
5	4=	PHD	HP(digital)	0.05		0.05	1
6	4=	Universal McCann	Entertainment Client	0.02		0.02	2
7	3	Dentsu Media	Internet Client	0.01		0.01	2
8-	4=	Initiative		0.00		0.00	0
8-	4=	Mindshare		0.00		0.00	0
8-	4=	OMD		0.00		0.00	0
8-	4=	OMG		0.00		0.00	0
8-	4=	Starcom		0.00		0.00	0
8-	4=	Vizeum		0.00		0.00	0
14	14	Carat	Hyundai Elevator	0.01		-0.30	1
						4.9	17

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.