



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Jan 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	5	DDB	Toreore, Chocho Factory, Samyang Optics, J.Estina	0.75		0.75	5
2	8	J Walter Thompson	The oozoo Project, Sevenluck Project	0.31		0.31	2
3	4	Ogilvy	Yuhan Kimberly	0.01		0.01	1
4-	1	TBWA		0.00		0.00	0
4-	2	Leo Burnett		0.00		0.00	0
4-	3	McCann WorldGroup		0.00		0.00	0
4-	6	BBDO		0.00		0.00	0
4-	7	Dentsu		0.00		0.00	0
4-	9	Grey Group		0.00		0.00	0
4-	10=	Mullen Lowe		0.00		0.00	0
4-	10=	Havas Worldwide		0.00		0.00	0
4-	10=	FCB		0.00		0.00	0
4-	10=	Bates		0.00		0.00	0
4-	10=	Saatchi & Saatchi		0.00		0.00	0
4-	10=	Y&R		0.00		0.00	0
4-	10=	Publicis		0.00		0.00	0
						1.1	8

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Jan 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	6	MediaCom	Tempur Sealy	0.4		0.40	1
2	12	OMD	Sony Pictures	0.3		0.30	1
3-	1	ZenithOptimedia		0.0		0.00	0
3-	2	Starcom MediaVest		0.0		0.00	0
3-	4	Carat		0.0		0.00	0
3-	5	Dentsu Media		0.0		0.00	0
3-	7	PHD		0.0		0.00	0
3-	8	Mindshare		0.0		0.00	0
3-	9	Havas Media		0.0		0.00	0
3-	10	MEC		0.0		0.00	0
3-	11	Initiative		0.0		0.00	0
3-	13	Vizeum		0.0		0.00	0
13	3	Universal McCann	Papajones	0.0	Sony Pictures	-0.68	1
						0.0	3

### 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.