



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Jan 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	-	Leo Burnett	VolksWage	0.70		0.70	1
2	-	Ogilvy	Kimberly Clark Korea	0.60		0.60	2
3	-	DDB	Yongsan District Project, Booyoung Group Project	0.34		0.34	2
4	-	McCann WorldGroup	FMCG Client	0.26		0.26	12
5-	-	J Walter Thompson		0.00		0.00	0
5-	-	Publicis		0.00		0.00	0
5-	-	TBWA		0.00		0.00	0
5-	-	Y&R		0.00		0.00	0
5-	-	Dentsu		0.00		0.00	0
5-	-	Isobar		0.00		0.00	0
5-	-	Grey Group		0.00		0.00	0
5-	-	BBDO		0.00		0.00	0
5-	-	Mullen Lowe		0.00		0.00	0
5-	-	Havas Worldwide		0.00		0.00	0
5-	-	FCB		0.00		0.00	0
5-	-	Bates		0.00		0.00	0
5-	-	Saatchi & Saatchi		0.00		0.00	0
5-	-	Cheil		0.00		0.00	0
						1.9	17



## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Jan 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	-	MEC	Hyundai Elevator, Dio, Clean Topia	0.41		0.41	5
2	-	Havas Media	Maeil Absolute, Jinro, ChengJongWon	0.25		0.25	3
3	-	Dentsu Media	Internet Client	0.01		0.01	2
4-	-	Universal McCann		0.00		0.00	0
4-	-	Starcom		0.00		0.00	0
4-	-	MediaCom		0.00		0.00	0
4-	-	PHD		0.00		0.00	0
4-	-	Zenith		0.00		0.00	0
4-	-	OMG		0.00		0.00	0
4-	-	Mindshare		0.00		0.00	0
4-	-	Vizeum		0.00		0.00	0
4-	-	Initiative		0.00		0.00	0
4-	-	OMD		0.00		0.00	0
14	-	Carat	Hyundai Elevator	0.00		-0.31	0
						0.4	10

### 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.