



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / July 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	KT&G, Nonghyup Project, 7Luck Casino, Yupdduk, OOZOO	4.48		4.48	15
2	3	McCann WorldGroup	Tony Moly, Coca-Cola Project, Dyson Project, Hineken Project	2.31		2.31	45
3	2	TBWA	Clares, ILOOM	2.21		2.21	6
4	7	Ogilvy	Namyoung Vivien, CJ Beat, KFC Korea	1.21		1.21	5
5	4	Y&R	Kellogg SNS Marketing, MSD	1.00		1.00	3
6	5	Leo Burnett	Pfizer, ACUON Capital	0.99		0.99	3
7	6	Isobar	Hyundai	0.61		0.61	9
8	8	Dentsu	Sport Client	0.37		0.37	4
9-	9=	BBDO		0.00		0.00	0
9-	9=	Grey Group		0.00		0.00	0
9-	9=	Mullen Lowe		0.00		0.00	0
9-	9=	Havas Worldwide		0.00		0.00	0
9-	9=	FCB		0.00		0.00	0
9-	9=	Bates		0.00		0.00	0
9-	9=	Saatchi & Saatchi		0.00		0.00	0
9-	9=	Publicis		0.00		0.00	0
17	17	Cheil		0.30	Pfizer	-0.25	1
18	18	J Walter Thompson	The oozoo Project, Sevenluck Project	0.33	OOZOO	-2.27	3
						10.6	94

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / July 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	Universal McCann	Netmarble, VF Group, D'live, Papajones, C&M, World Kitchen Korea	1.37	Tempur Sealy	0.87	11
2	3	MediaCom	P&G, 8%, GongCha, Tempur Sealy, GSK, LS Networks	1.36	Volkswagen	0.86	10
3	2	Carat	ISMG(KB Insurance) Planning	0.85		0.85	16
4	9	Starcom	Handok, Ferregamo, Alvogen Project	0.58		0.58	3
5	4	PHD	Volkswagen	0.50		0.50	1
6	5	Dentsu Media	Finance Client	0.47		0.47	5
7	6	MEC	Yuanta, Cheiljedang/Hatban, Grevin/Jisun Park	0.46		0.46	6
8	7	Havas Media	Manufacture Client	0.40		0.40	1
9	8	OMG	Pfizer	0.38		0.38	1
10	10	Vizeum	FMCG Client	0.25		0.25	1
11	11	Zenith	Nikon(Digital), Accuon	0.18		0.18	2
12	12	Initiative		0.00		0.00	0
13	13	OMD		0.00	Tourism Australia	-0.10	0
14	14	Mindshare	Elle Sport, Hyatt Hotel	0.50	VF Group	-0.25	3
						5.4	60

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.