



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / July 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	1	McCann WorldGroup	Samsung Electronic Project, Expedia Project, Shinwha World Project,	1.69		1.69	76
2	2	DDB	Gaea, Gurum Company Project, Nonghyup Pool Pitch, Daemyung	1.55		1.55	7
3	4	Isobar	Manufacture Client	0.95		0.95	8
4	3	Ogilvy	Kimberly Clark Korea, FMK Project	0.90		0.90	3
5	6	J Walter Thompson	Car Client	0.87		0.87	3
6	5	Leo Burnett	VolksWage, Bayer Project	0.80		0.80	2
7	7	Dentsu	FMCG Client	0.33		0.33	3
8-	9=	Bates		0.00		0.00	0
8-	9=	BBDO		0.00		0.00	0
8-	9=	Cheil		0.00		0.00	0
8-	9=	FCB		0.00		0.00	0
8-	9=	Grey Group		0.00		0.00	0
8-	9=	Havas Worldwide		0.00		0.00	0
8-	9=	MullenLowe Group		0.00		0.00	0
8-	9=	Saatchi & Saatchi		0.00		0.00	0
8-	9=	TBWA		0.00		0.00	0
8-	9=	Y&R		0.00		0.00	0
18	8	Publicis	Winx Project	0.39	ABinBev (Digital)	-0.63	2
						6.5	104



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / July 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	1	MediaCom	PSA Group Global, Procter & Gamble, Brand USA	4.60		4.60	3
2	-	GroupM	LVMH	1.00		1.00	1
3	6	Mindshare	Wemakeprice	0.75		0.75	2
4	5	MEC	Pfizer Consumer Health, Yangjisa, NS Homeshopping	0.67	Michelin Global	0.62	8
5	2	dentsu X	Internet Client	0.59		0.59	12
6	3	Havas Media	Michelin Global, Maeil Absolute, Jinro, ChengJongWon	0.58		0.58	6
7	4	Carat	Restaurant Client	0.76	Hyundai Elevator	0.45	9
8-	7=	Universal McCann	Hyunggi Fashion Project	0.10		0.10	5
8-	7=	OMD	Luxottica	0.10		0.10	1
10	10	PHD	HP(digital)	0.05		0.05	1
11	11	Vizeum	Manufacture Client	0.01		0.01	2
12-	12=	Initiative		0.00		0.00	0
12-	12=	Starcom		0.00		0.00	0
15	7=	Zenith	Hotel Client	0.10	LVMH	-0.90	1
						7.9	51

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.