



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / June 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               | 2               | DDB               | 7Luck Casino, Yupdduk, OOZOO   | 2.47                                 |               | 2.47                                    | 13         |
| 2               | 1               | TBWA              | Clares, ILOOM  | 1.91                                 |               | 1.91                                    | 5          |
| 3               | 5               | McCann WorldGroup | Coca-Cola Project, Dyson Project, Hineken Project, Korea Social Enterprise Project | 1.72                                 |               | 1.72                                    | 42         |
| 4               | 3               | Y&R               | Kellogg SNS Marketing, MSD   | 1.00                                 |               | 1.00                                    | 3          |
| 5               | 4               | Leo Burnett       | Pfizer   | 0.90                                 |               | 0.90                                    | 2          |
| 6               | 6               | Isobar            | Hyundai  | 0.44                                 |               | 0.44                                    | 6          |
| 7               | 9               | Ogilvy            | Yuhan Kimberly   | 0.31                                 |               | 0.31                                    | 2          |
| 8               | 8               | Dentsu            | Sport Client   | 0.13                                 |               | 0.13                                    | 3          |
| 9-              | 10=             | BBDO              |  | 0.00                                 |               | 0.00                                    | 0          |
| 9-              | 10=             | Grey Group        |  | 0.00                                 |               | 0.00                                    | 0          |
| 9-              | 10=             | Mullen Lowe       |  | 0.00                                 |               | 0.00                                    | 0          |
| 9-              | 10=             | Havas Worldwide   |  | 0.00                                 |               | 0.00                                    | 0          |
| 9-              | 10=             | FCB               |  | 0.00                                 |               | 0.00                                    | 0          |
| 9-              | 10=             | Bates             |  | 0.00                                 |               | 0.00                                    | 0          |
| 9-              | 10=             | Saatchi & Saatchi |  | 0.00                                 |               | 0.00                                    | 0          |
| 9-              | 10=             | Publicis          |  | 0.00                                 |               | 0.00                                    | 0          |
| 17              | 18              | Cheil             |  | 0.30                                 | Pfizer        | -0.25                                   | 1          |
| 18              | 7               | J Walter Thompson | The oozoo Project, Sevenluck Project   | 0.33                                 | OOZOO         | -0.27                                   | 3          |
|                 |                 |                   |  |                                      |               | 8.4                                     | 80         |



## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / June 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               | 2               | Universal McCann | Netmarble, VF Group, D'live, Papajones, C&M     | 1.36                                 | Tempur Sealy      | 0.86                                    | 10         |
| 2               | 6               | Carat            | ISMG(KB Insurance) Planning                     | 0.85                                 |                   | 0.85                                    | 16         |
| 3               | 1               | MediaCom         | GongCha, Tempur Sealy, GSK, LS Networks, Jayjun | 1.15                                 | Volkswagen        | 0.65                                    | 8          |
| 4               | 8=              | PHD              | Volkswagen                                      | 0.50                                 |                   | 0.50                                    | 1          |
| 5               | 8=              | Dentsu Media     | Finance Client                                  | 0.47                                 |                   | 0.47                                    | 5          |
| 6               | 5               | MEC              | Yuanta, Cheiljedang/Hatban,                     | 0.44                                 |                   | 0.44                                    | 5          |
| 7               | 3               | Havas Media      | Manufacture Client                              | 0.40                                 |                   | 0.40                                    | 1          |
| 8               | 4               | OMG              | Pfizer  | 0.38                                 |                   | 0.38                                    | 1          |
| 9               | 8=              | Starcom          | Ferregamo, Alvogen Project                      | 0.28                                 |                   | 0.28                                    | 2          |
| 10              | 8=              | Vizeum           | FMCG Client                                     | 0.25                                 |                   | 0.25                                    | 1          |
| 11              | 7               | Zenith           | Nikon(Digital)                                  | 0.03                                 |                   | 0.03                                    | 1          |
| 12              | 8=              | Initiative       |   | 0.00                                 |                   | 0.00                                    | 0          |
| 13              | 13              | OMD              |   | 0.00                                 | Tourism Australia | -0.10                                   | 0          |
| 14              | 14              | Mindshare        | Elle Sport                                      | 0.25                                 | VF Group          | -0.50                                   | 2          |
|                 |                 |                  |   |                                      |                   | 4.5                                     | 53         |

### 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.