



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / June 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,	1.48		1.48	70
2	2	DDB	Gurum Company Project, Nonghyup Pool Pitch, Daemyung, Yongsan District Project	1.25		1.25	6
3	3	Ogilvy	Kimberly Clark Korea, FMK Project	0.90		0.90	3
4	4	Isobar	Manufacture Client	0.94		0.94	7
5	5	Leo Burnett	VolksWage, Bayer Project	0.80		0.80	2
6	6	J Walter Thompson	Car Client	0.87		0.87	3
7	7	Dentsu	FMCG Client	0.33		0.33	3
8	8	Publicis	Winx Project	0.26		0.26	1
9-	9=	Bates		0.00		0.00	0
9-	9=	BBDO		0.00		0.00	0
9-	9=	Cheil		0.00		0.00	0
9-	9=	FCB		0.00		0.00	0
9-	9=	Grey Group		0.00		0.00	0
9-	9=	Havas Worldwide		0.00		0.00	0
9-	9=	MullenLowe Group		0.00		0.00	0
9-	9=	Saatchi & Saatchi		0.00		0.00	0
9-	9=	TBWA		0.00		0.00	0
9-	9=	Y&R		0.00		0.00	0
						6.8	95

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / June 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	4	dentsu X	Internet Client	0.59		0.59	12
3	2	Havas Media	Michelin Global, Maeil Absolute, Jinro, ChengJongWon	0.58		0.58	6
4	6	Carat	Restaurant Client	0.76	Hyundai Elevator	0.45	9
5	3	MEC	NS Homeshopping, Hyundai Elevator, Dio, Clean Topia	0.49	Michelin Global	0.44	6
6	5	Mindshare	Wemakeprice	0.38		0.38	1
7-	9	Universal McCann	Hyunggi Fashion Project	0.10		0.10	5
7-	7	Zenith	Hotel Client	0.10		0.10	1
7-	8	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-	13	OMG		0.00		0.00	0
12-	14	Starcom		0.00		0.00	0
						7.4	47

### 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.