



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Mar 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	Toreore, Chochos Factory, Samyang Optics, Cooper Vision(Digital)	0.90		0.90	7
2	5=	Leo Burnett	Pfizer	0.55		0.55	1
3	2	McCann WorldGroup	Dyson Project, Hineken Project, GJBC Project,	0.53		0.53	16
4	3	J Walter Thompson	The oozoo Project, Sevenluck Project	0.33		0.33	3
5	4	Ogilvy	Yuhan Kimberly	0.01		0.01	1
6-	5=	TBWA		0.00		0.00	0
6-	5=	BBDO		0.00		0.00	0
6-	5=	Dentsu		0.00		0.00	0
6-	5=	Grey Group		0.00		0.00	0
6-	5=	Mullen Lowe		0.00		0.00	0
6-	5=	Havas Worldwide		0.00		0.00	0
6-	5=	FCB		0.00		0.00	0
6-	5=	Bates		0.00		0.00	0
6-	5=	Saatchi & Saatchi		0.00		0.00	0
6-	5=	Y&R		0.00		0.00	0
6-	5=	Publicis		0.00		0.00	0
17	-	Cheil		0.30	Pfizer	-0.25	1
						2.1	29



## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Mar 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	MediaCom	Tempur Sealy, GSK, LS Networks, The Minjoo Party of Korea	1.0		0.95	6
2	3=	Havas Media	Manufacure Client	0.4		0.40	1
3	-	OMG	Pfizer	0.4		0.38	1
4	3=	MEC	Yuanta, Twosomeplace, People Fund	0.3		0.28	3
5	4	Carat	ISMG(KB Insurance) Planning	0.3		0.27	5
6	3	Mindshare	Elle Sport	0.2		0.15	1
7-	2	OMD	Sony Pictures	0.0		0.00	0
7-	3=	Zenith		0.0		0.00	0
7-	3=	Starcom		0.0		0.00	0
7-	3=	Dentsu Media		0.0		0.00	0
7-	3=	PHD		0.0		0.00	0
7-	3=	Initiative		0.0		0.00	0
7-	3=	Vizeum		0.0		0.00	0
14	13	Universal McCann	Papajones, C&M, Sony Pictures	0.3	Tempur Sealy	-0.06	3
						2.4	20

### 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.