



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / May 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	Expedia Project, Shinwha World Project,	1.10		1.10	51
2	5	DDB	Nonghyup Pool Pitch, Daemyung, Yongsan District Project	0.95		0.95	5
3	2	Ogilvy	Kimberly Clark Korea, FMK Project	0.90		0.90	3
4	6=	Isobar	Manufacture Client	0.83		0.83	4
5	3	Leo Burnett	VolksWage, Bayer Project	0.80		0.80	2
6	4	J Walter Thompson	Car Client	0.70		0.70	2
7	6=	Dentsu		0.33		0.33	3
8	6=	Publicis	Winx Project	0.26		0.26	1
9-	6=	Bates		0.00		0.00	0
9-	6=	BBDO		0.00		0.00	0
9-	6=	Cheil		0.00		0.00	0
9-	6=	FCB		0.00		0.00	0
9-	6=	Grey Group		0.00		0.00	0
9-	6=	Havas Worldwide		0.00		0.00	0
9-	6=	MullenLowe Group		0.00		0.00	0
9-	6=	Saatchi & Saatchi		0.00		0.00	0
9-	6=	TBWA		0.00		0.00	0
9-	6=	Y&R		0.00		0.00	0
						5.8	71

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / May 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	Procter & Gamble, Brand USA	4.10		4.10	2
2	3	Havas Media	Maeil Absolute, Jinro, ChengJongWon	0.53		0.53	5
3	4	MEC	NS Homeshopping, Hyundai Elevator, Dio, Clean Topia	0.49		0.49	6
4	5	dentsu X	Internet Client	0.48		0.48	10
5	6	Mindshare	Wemakeprice	0.38		0.38	1
6	7	Carat	Restaurant Client	0.64	Hyundai Elevator	0.33	8
7	2	Zenith	Hotel Client	0.10		0.10	1
8	8	OMD	Luxottica	0.10		0.10	1
9	9	Universal McCann	Hyunggi Fashion Project	0.08		0.08	5
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
13	12=	OMG		0.00		0.00	0
14	12=	Starcom		0.00		0.00	0
						6.6	42

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.