



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Dec 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	Jungwoo BIT, SamU, HD Pay Project, Skechers Project	4.90		4.90	133
2	3	DDB	KB Insurance, Tway Air Project, GKL (ATL), Gaea, Gurum Company Project	3.20		3.20	11
3	2	Grey Group	P&G Project, Focus Media Project, KT&G Project	3.07		3.07	13
4	5	Isobar	Manufacture Client	1.58		1.58	16
5	4	Ogilvy	Sanofi, British American Tobacco Project, MPEON Project, Kimberly Clark	1.58		1.58	6
6	6	Leo Burnett	VolksWage, Bayer Project, Samsung Project, OB Beer Project	1.21		1.21	4
7	7	J Walter Thompson	Car Client	0.87		0.87	3
8	8	Havas Worldwide	BMW	0.50		0.50	1
9	9	Dentsu	FMCG Client	0.78	KT&G Indonesia	0.48	7
10	10	TBWA	Woolmark	0.04		0.04	1
11	11=	FCB	Dole	0.03		0.03	1
12=	11=	Bates		0.00		0.00	0
12=	11=	BBDO		0.00		0.00	0
12=	11=	Cheil		0.00		0.00	0
12=	11=	MullenLowe Group		0.00		0.00	0
12=	11=	Saatchi & Saatchi		0.00		0.00	0
12=	11=	Y&R		0.00		0.00	0
18	18	Publicis	Winx Project	0.43	ABinBev (Digital)	-0.71	3
						16.7	199



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Dec 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, Akzo Nobel Paints	4.83		4.83	5
2	2	Starcom	AB InBev, Black Yak	3.70	Richemont Global	3.25	2
3	3	dentsu X	Internet Client	1.26		1.26	19
4	4	Mindshare	Wemakeprice, IBM APAC, Diageo	1.05		1.05	5
5	5	GroupM	LVMH	1.00		1.00	1
6	6	Wavemaker	Pfizer Consumer Health, Yangjisa, NS Homeshopping	0.92	Michelin Global	0.65	9
7	7	Havas Media	Michelin Global, Maeil Absolute, Jinro, ChengJongWon	0.59		0.59	7
8	8	Initiative	Lego	0.55		0.55	2
9	9	Carat	Restaurant Client	1.05	Diageo	0.54	12
10	10	Universal McCann	Hyunggi Fashion Project, Spotify APAC	0.11		0.11	6
11	11	OMD	Luxottica	0.10		0.10	1
12	12	Vizeum	Manufacture Client	0.02		0.02	5
13	13	PHD	HP(digital)	0.05	Unilever Communications Planning	0.00	1
14	14	Zenith	Hotel Client	0.10	LVMH	-0.90	1
						13.1	76

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.