



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Oct 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	8=	Grey Group	P&G Project, Focus Media Project, KT&G Project	3.07		3.07	13
2	1	McCann WorldGroup	Alpecin Project, Samsung Electronic Project, Expedia Project	2.15		2.15	108
3	2	DDB	Gaea, Gurum Company Project, Nonghyup Pool Pitch, Daemyung	1.55		1.55	7
4	3	Ogilvy	British American Tobacco Project, MPEON Project, Kimberly Clark	1.28		1.28	5
5	4	Isobar	Manufacture Client	1.05		1.05	15
6	5	J Walter Thompson	Car Client	0.87		0.87	3
7	6	Leo Burnett	VolksWage, Bayer Project	0.80		0.80	2
8	8=	Havas Worldwide	BMW	0.50		0.50	1
9	7	Dentsu	FMCG Client	0.33		0.33	5
10	8=	TBWA	Woolmark	0.04		0.04	1
11-	8=	Bates		0.00		0.00	0
11-	8=	BBDO		0.00		0.00	0
11-	8=	Cheil		0.00		0.00	0
11-	8=	FCB		0.00		0.00	0
11-	8=	MullenLowe Group		0.00		0.00	0
11-	8=	Saatchi & Saatchi		0.00		0.00	0
11-	8=	Y&R		0.00		0.00	0
18	18	Publicis	Winx Project	0.43	ABinBev (Digital)	-0.58	3
						11.0	163

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Oct 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	4.80		4.80	4
2	2	Starcom	AB InBev	3.00	Richemont Global	2.80	1
3-	3	dentsu X	Internet Client	1.00		1.00	16
3-	4	GroupM	LVMH	1.00		1.00	1
5	5	Mindshare	Wemakeprice, IBM APAC	0.85		0.85	3
6	6	Havas Media	Michelin Global, Maeil Absolute, Jinro, ChengJongWon	0.58		0.58	6
7	13	Initiative		0.50		0.50	1
8	7	Carat	Restaurant Client	0.76	Hyundai Elevator	0.45	9
9	8	Wavemaker	Pfizer Consumer Health, Yangjisa, NS Homeshopping	0.67	Michelin Global	0.40	8
10	9	Universal McCann	Hyunggi Fashion Project, Spotify APAC	0.11		0.11	6
11	10	OMD	Luxottica	0.10		0.10	1
12	11	PHD	HP(digital)	0.05		0.05	1
13	12	Vizeum	Manufacture Client	0.02		0.02	4
14	14	Zenith	Hotel Client	0.10	LVMH	-0.90	1
						11.8	62

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.