



## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Nov 2015

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	5	TBWA	Saramin, 365mc, Kyochon F&B, Dermatix	5.74	Communication Client	4.92	15
2	1	McCann WorldGroup	Thirty Six Point Five, Sunny Side Up Project, Miz Project	4.73		4.62	71
3	4	Leo Burnett	Boost Project, Cadillac, Kellogg, Rejuran/ReAn	4.27		4.27	15
4	3	Ogilvy	Yuhan, Kimberly Clark Korea Project, Hyatt Hotels, CJ Lion	3.86		3.86	15
5	2	BBDO	Shinsegye I&C, Laneige, PATI Games	3.34		3.31	3
6	7	DDB	Lego, Nice Information Service, KOCIS, Ferrero	3.53	Yuhan	2.93	19
7	6	Dentsu	Metlife Project, Wooricard Project, J Trust Project	2.71		2.71	10
8	8	J Walter Thompson	NHN Entertainment Project, Nikon Project, KFCC Project	2.21		2.19	7
9	16	Grey Group	Adidas Project	1.35	Dermatix	0.82	3
10-	9=	Mullen Lowe		0.00		0.00	0
10-	9=	Havas Worldwide		0.00		0.00	0
10-	9=	FCB		0.00		0.00	0
10-	9=	Bates		0.00		0.00	0
10-	9=	Saatchi & Saatchi		0.00		0.00	0
10-	9=	Y&R		0.00		0.00	0
10-	9=	Publicis		0.00		0.00	0
						29.6	158

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Nov 2015

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	4	ZenithOptimedia	LVMH, Royal Canin, Pagoda Institute	2.7		2.73	8
2	1	Starcom MediaVest	ABI	1.6		1.60	2
3	2	Dentsu Media	Gungho, Treasure Island, NUC Electronics, Colopl, Bridgestone	1.4		1.38	20
4	3	Carat	Sigong Media, Webzen, K-BIZ, Philips, Gamevil	1.2		1.25	33
5	5	MediaCom	Wangdduggeong, Elle Golf & Outdoor, Tempur	1.2		1.09	9
6	6	Universal McCann	Nexen Tire, VANS, Wisebay, LF FASHION, CJ	1.2	Tempur	1.06	19
7	-	Mindshare	Pizza Hut, Prada Korea, Michael Kors	0.7		0.70	3
8	7	PHD	SC Johnson(buying), Unilever(Search)	0.7	Transitions	0.64	4
9	8	MEC	Socar, Lutronic, General Mills, Concern	0.3		0.21	5
10=	10=	OMD		0.0		0.00	0
10=	10=	Initiative		0.0		0.00	0
12	12	Havas Media		0.0	Subaru	-0.08	0
13	9	Vizeum	Panasonic	0.1		-1.43	1
						9.1	104

### METHODOLOGY

The R3 New Business League has been compiled each of the last 159 months using data supplied by 26 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 for clients across the region.

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