

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Nov 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	2	TBWA	Carver, Claires, ILOOM, Netflix(Digital)	6.83		6.83	11
2	1	DDB	Grand Korea Leisure, Reskin, Bio-Oil, KT&G, 7Luck Casino, Yupdduk	5.30		5.30	21
3	3	McCann WorldGroup	Seoul Milk Project, Winix Project, Solgar Vitamine Project	4.30		4.30	86
4	4	Ogilvy	Wellihilli Park Project, JC Korea Project, Rockwell Automation Project	2.26		2.26	11
5	5	Leo Burnett	Pfizer, ACUON Capital, Google Project	2.12		2.12	5
6	6	Publicis	20th Century Fox	1.80		1.80	2
7	7	Y&R	Kellogg SNS Marketing, MSD	1.00		0.70	3
8	8	Dentsu	Sport Client	0.67		0.67	8
9	9	Isobar	Hyundai	0.61		0.61	9
10	9	Grey Group	Chanel, JTI Project, Grevin Project	0.26		0.26	6
11-	11=	BBDO		0.00		0.00	0
11-	11=	Mullen Lowe		0.00		0.00	0
11-	11=	Havas Worldwide		0.00		0.00	0
11-	11=	FCB		0.00		0.00	0
11-	11=	Bates		0.00		0.00	0
11-	11=	Saatchi & Saatchi		0.00		0.00	0
17	17	Cheil		0.30	Pfizer	-0.55	1
18	18	J Walter Thompson	The oofoo Project, Sevenluck Project	0.60	OOZOO	-2.00	4
						22.3	167

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Nov 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	2	Carat	ISMG(KB Insurance) Planning	1.46		1.46	40
2	1	Universal McCann	FitBit, Yakurt Korea(Super100), Netmarble, D'live, Papajones, C&M	1.85	Tempur Sealy	1.35	14
3	3=	Starcom	Welcron Group, Hackers Project, Welcron Group, Handok	0.93		0.93	5
4	3=	MediaCom	P&G, 8%, GongCha, Tempur Sealy, GSK, LS Networks	1.36	Volkswagen	0.58	10
5	5	Dentsu Media	Finance Client	0.53		0.53	7
6	6	PHD	Volkswagen	0.50		0.50	1
7	7	MEC	Yuanta, Cheiljedang/Hatban, Grevin/Jisun Park	0.46		0.46	6
8	11	Zenith	Nikon(Digital), Accuon	0.43		0.43	3
9	8	Havas Media	Manufacture Client	0.40		0.40	1
10	9	OMG	Pfizer	0.38		0.38	1
11	10	Vizeum	FMCG Client	0.27		0.27	6
12	14	Mindshare	Elle Sport, Hyatt Hotel, Boehringer Ingelheim GmbH, L'Oreal	0.89	VF Group	0.14	5
13	12	Initiative		0.00		0.00	0
14	13	OMD		0.00	Tourism Australia	-0.23	0
						7.2	99

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.