

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Oct 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	1	DDB	Reskin, Bio-Oil, Ediya Project, KT&G, 7Luck Casino, Yupdduk	4.97		4.97	19
2	2	TBWA	Clares, ILOOM	3.46		3.46	8
3	3	McCann WorldGroup	DBDB, Blizzard, Tony Moly, Coca-Cola Project, Dyson Project	2.89		2.89	73
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	9=	Publicis	20th Century Fox	1.80		1.80	2
7	6	Y&R	Kellogg SNS Marketing, MSD	1.00		1.00	3
8	7	Dentsu	Sport Client	0.67		0.67	8
9	8	Isobar	Hyundai	0.61		0.61	9
9	9=	Grey Group	Chanel, JTI Project, Grevin Project	0.26		0.26	6
11-	9=	BBDO		0.00		0.00	0
11-	9=	Mullen Lowe		0.00		0.00	0
11-	9=	Havas Worldwide		0.00		0.00	0
11-	9=	FCB		0.00		0.00	0
11-	9=	Bates		0.00		0.00	0
11-	9=	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	0.33	OOZOO	-2.27	3
						17.2	148

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Oct 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	1	Universal McCann	FitBit, Yakurt Korea(Super100), Netmarble, D'live, Papajones, C&M	1.85	Tempur Sealy	1.35	14
2	2	Carat	ISMG(KB Insurance) Planning	1.16		1.16	33
3-	3=	MediaCom	P&G, 8%, GongCha, Tempur Sealy, GSK, LS Networks	1.36	Volkswagen	0.58	10
3-	3=	Starcom	Handok, Ferregamo, Alvogen Project	0.58		0.58	3
5	5	Dentsu Media	Finance Client	0.51		0.51	6
6	6	PHD	Volkswagen	0.50		0.50	1
7	7	MEC	Yuanta, Cheiljedang/Hatban, Grevin/Jisun Park	0.46		0.46	6
8	8	Havas Media	Manufacture Client	0.40		0.40	1
9	9	OMG	Pfizer	0.38		0.38	1
10	10	Vizeum	FMCG Client	0.26		0.26	4
11	11	Zenith	Nikon(Digital), Accuon	0.18		0.18	2
12	12	Initiative		0.00		0.00	0
13	13	OMD		0.00	Tourism Australia	-0.23	0
14	14	Mindshare	Elle Sport, Hyatt Hotel, Boehringer Ingelheim GmbH	0.39	VF Group	-0.36	4
						5.8	85

### 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](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.