

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Apr 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	3	McCann WorldGroup	Tega Soft Project, New Balance Project, Kwangju Project	1.74		1.74	33
2	1	Ogilvy	Alcon Korea Project, LG U+ Project, Crown ChokoHeim Project	1.73		1.73	5
3	2	JWT	NHN Entertainment Project, Nikon Project	1.30		1.30	5
4	7	DDB	Hangju, Yanolja, Zespri(Digital), Bosch Project	1.36	Bel Korea	1.06	10
5-	4	TBWA	Dermatix, Dongwon F&B Tuna, Yakult Korea	1.77	Communication Client	0.95	4
5-	5	Leo Burnett	Bel Korea Project	0.95		0.95	3
7	6	Dentsu	CyDAS Project, WINIX Project, HIMO Project	0.70		0.70	3
8-	8=	BBDO		0.00		0.00	0
8-	8=	Lowe		0.00		0.00	0
8-	8=	Havas Worldwide		0.00		0.00	0
8-	8=	FCB		0.00		0.00	0
8-	8=	Bates		0.00		0.00	0
8-	8=	Saatchi & Saatchi		0.00		0.00	0
8-	8=	Y&R		0.00		0.00	0
8-	8=	Publicis		0.00		0.00	0
16	16	Grey Group		0.00	Dermatix	-0.53	0
						7.9	63

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Apr 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	1	Dentsu Media	Shinhan Bank, Station 3, ilga, Withweb	0.9		0.94	8
2	2	Carat	Gamevil, KEREC, Shiseido(Buying)	0.7		0.69	16
3	5	Universal McCann	Net marble, CJ E&M Project	0.5		0.50	7
4-	3=	PHD	SC Johnson(Planning), Unilever(Search)	0.5	Transitions	0.45	2
4-	3=	MediaCom	ING, Bose, Incross	0.4		0.45	4
6	8=	MEC	Socar, Lutronic	0.1		0.11	2
7	6	Vizeum	Panasonic	0.1		0.08	1
8	7	ZenithOptimedia	Trivago	0.1		0.06	1
9-	8=	Starcom MediaVest		0.0		0.00	0
9-	8=	OMD		0.0		0.00	0
9-	8=	Initiative		0.0		0.00	0
12	12	Havas Media		0.0	Subaru	-0.08	0
						3.2	41

METHODOLOGY

The R3 New Business League has been compiled each of the last 152 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 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 for clients across the region.

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