CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea/ April 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD $ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD $m)
1	1	McCann WorldGroup	Microsoft, Jack Wolfskin, Winix, CJ Food Project	3.89		3.89
2	2	Grey Group	Dermatix Project, Menarini (Full Care) Project, Heineken Project	1.85		1.85
3	3	JWT	Electronic Client	1.76		1.76
4	6	Leo Burnett	Renault Samsung Motors Project	0.88		0.88
5	4	DDB	Google media, KGB Beer, Pfizer	0.67		0.67
6	5	Ogilvy	Tiffany & Co., Baush+Lomb Project	0.60		0.60
7	7	BBDO	3M Project, KT Media Hub Project	0.32		0.32
8	8	Lowe	FrieslandCampina	0.20		0.20
9=	9=	TBWA		0.00		0.00
9=	9=	Dentsu		0.00		0.00
9=	9=	DraftFCB		0.00		0.00
9=	9=	Havas Worldwide		0.00		0.00
9=	9=	Bates		0.00		0.00
9=	9=	Saatchi & Saatchi		0.00		0.00
15	9=	Y&R		0.00	Microsoft CRM	(0.10)
16	9=	Publicis		0.00	Renault Samsung Motors Project	(0.50)

MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea/ April 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD $ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD $m)
1	1	Universal McCann	LG Fashion, LS Networks Project, CJ Media Project	1.05		1.04
2	2	Vizeum	BMW Korea	1.00		1.00
3	4	Carat	Microsoft, Samsung (digital project), Mastercard	0.99		0.99
4	3	MediaCom	K2 Eider	0.95		0.95
5	5	OMD	Independent Liquor, Tourism Australia	0.27		0.27
6=	8	MEC	CJ E&M, Avene	0.19		0.14
6=	6	ZenithOptimedia	Swarovski, Oxford Path	0.14		0.14
8	7	PHD	H&M, AirBNB	0.08		0.08
9	9	Initiative		0.00		0.00
10	10	Dentsu Media	JOE FRESH, Fuji Xerox Project	0.11	OFFROAD	(0.12)
11	11	Havas Media		0.00	Mundipharma Project	(0.15)
12	12	Starcom MediaVest		0.00	Microsoft	(0.63)

The R3 New Business League has been compiled each of the last 140 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.