

CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea/ July 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	Perfetti Project, Jack Wolfskin, Winix, CJ Food Project	4.17		4.17
2	2	JWT	Electronic Client	1.86		1.86
3	3	Grey Group	Dermatix Project, Menarini (Full Care) Project, Heineken Project	1.85		1.85
4	4	BBDO	Shinsegae International, Maeil Dairy Project, Airbnb, MG Insurance Project	1.33		1.33
5	5	DDB	Toray Project, F&D Net, KGB Beer, Pfizer	1.01		1.01
6	6	Ogilvy	ELCA Project, Kowa Project, Tiffany & Co., Baush+Lomb Project	0.99		0.99
7	7	Leo Burnett	Renault Samsung Motors Project	0.88		0.88
8	8	Lowe	FrieslandCampina	0.20		0.20
9=	9=	Dentsu		0.02		0.02
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
14	15	Y&R		0.00	Microsoft CRM	(0.10)
15	9=	TBWA		0.00	FMCG Client	(0.30)
16	16	Publicis		0.00	Renault Samsung Motors Project	(0.50)

MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea/ July 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	5	ZenithOptimedia	Lotte-Nestle, HK Bank, Swarovski, Oxford Path	1.64		1.64
2	1	Vizeum	IKEA Korea, BMW Korea	1.17		1.17
3	2	Universal McCann	NetMarble, Crocodile Project, LG Fashion, Regus Project	1.12		1.12
4	3	Carat	Samsung (Digital Project), Mastercard	0.99		0.99
5	4	MediaCom	K2 Eider	0.95		0.95
6	6	OMD	Coach, Independent Liquor, Tourism Australia	0.52		0.52
7	7	MEC	Daum(Search),Innisfree Project, CJ E&M, Avene	0.29		0.24
8	8	PHD	H&M, Airbnb	0.08		0.08
9	9	Initiative		0.00		0.00
10	10	Dentsu Media	JOE FRESH, Fuji Xerox Project, Okinawa Tourism Project	0.12	OFFROAD	(0.11)
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 143 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.