

CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea/ November 2013

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	TBWA	AXA Direct, Hotels Combined, Otsuka Pharmaceutical Group Project	10.71	Shinyoung Wacoal	10.07
2	2	Ogilvy	GE Project, Mentholatum Project, ibis hotel	2.96		2.96
3	3	DDB	Shinsegae Simon, Google Project, HIRA, Ferrino	2.70		2.62
4	4	McCann WorldGroup	GM, Intel Project, U Star Project, Verisign Project	2.47		2.47
5	14	JWT	Hyundai Pharm Project, Seoul Milk Project, Microsoft Project	1.20		1.17
6=	5=	Leo Burnett	Mundipharma, KT&G Project	1.13		1.13
6=	5=	BBDO	Shinyoung Wacoal, Amore Pacific Ryoe, Amore Pacific Happy Bath	1.13		1.13
8	7	Dentsu	Yogiyo Project, AutoWorld Project	0.91		0.44
9	8	Grey Group	Philips Project	0.34		0.34
10	9	Lowe	Garuda Indonesia Global	0.20		0.20
11	10	DraftFCB	Mando	0.01		0.01
12=	11=	Y&R		0.00		0.00
12=	11=	Havas Worldwide		0.00		0.00
12=	11=	Bates		0.00		0.00
15	16=	Saatchi & Saatchi		0.00	Otsuka Pharmaceutical Group Project	(0.60)
16	16=	Publicis		0.00	AXA Direct	(2.30)

MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea/ November 2013

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	Carat	Samsung SSD(serach), Seran Hospital(digital)	1.49		1.14
2	2	ZenithOptimedia	Clarins, Siemens, Trivago	0.94		0.94
3	4	Universal McCann	KFC Project, Insanga Project, MDM Project	0.88	Burberry	0.38
4	3	Dentsu Media	Kia Motors, Menarini, Yogiyo Project, AutoWorld Project	0.38		0.38
5	5	MediaCom		0.28		0.28
6	6	PHD		0.25		0.25
7	7	OMD		0.08		0.08
8=	8=	Havas Media	Seagate, LG	0.00		0.00
8=	8=	Starcom MediaVest		0.00		0.00
8=	8=	Initiative		0.00		0.00

The R3 New Business League has been compiled each of the last 135 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.