

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / May 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 | McCann WorldGroup | Tega Soft Project, New Balance Project, Kwangju Project | 1.79 | | 1.79 | 38 |
| 2 | 3 | JWT | NHN Entertainment Project, Nikon Project, KFCC Project | 1.76 | | 1.76 | 6 |
| 3 | 2 | Ogilvy | Alcon Korea Project, LG U+ Project, Crown ChokoHeim Project | 1.73 | | 1.73 | 5 |
| 4 | 4 | DDB | Hangju, Ferrero, Farm Factory | 1.70 | Bel Korea | 1.40 | 12 |
| 5- | 5= | 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 | 7 | 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 |
| | | | | | | 8.7 | 71 |

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / May 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= | 4= | MediaCom | Naver Webtoons, SK Encar, ING, Bose, Incross | 0.6 | | 0.64 | 6 |
| 3= | 4= | PHD | SC Johnson(buying), Unilever(Search) | 0.7 | Transitions | 0.64 | 4 |
| 5 | 3 | Universal McCann | Chomokdal(Sangsang) Project, DEXTORY Project, Hershey's (icebreakers) Project | 0.5 | | 0.54 | 10 |
| 6 | 6 | MEC | Socar, Lutronic | 0.1 | | 0.11 | 2 |
| 7 | 7 | Vizeum | Panasonic | 0.1 | | 0.08 | 1 |
| 8 | 8 | ZenithOptimedia | Trivago | 0.1 | | 0.06 | 1 |
| 9= | 9= | Starcom MediaVest | | 0.0 | | 0.00 | 0 |
| 9= | 9= | OMD | | 0.0 | | 0.00 | 0 |
| 9= | 9= | Initiative | | 0.0 | | 0.00 | 0 |
| 12 | 12 | Havas Media | | 0.0 | Subaru | -0.08 | 0 |
| | | | | | | 3.6 | 48 |

METHODOLOGY

The R3 New Business League has been compiled each of the last 153 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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