

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / June 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	Lafuma Project, Kwangju_Mizline Project, Tega Soft Project	2.80		2.80	45
2	4	DDB	HIRA, Cigna, Hangju, KOCIS, Ferrero, Farm Factory	2.37	Bel Korea	2.07	15
3	2	JWT	NHN Entertainment Project, Nikon Project, KFCC Project	1.76		1.76	6
4	3	Ogilvy	Alcon Korea Project, LG U+ Project, Crown ChokoHeim Project	1.73		1.73	5
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
						10.4	81

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / June 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	9=	Starcom MediaVest	ABI	1.5		1.50	1
2	2	Carat	Webzen, K-BIZ, Philips, Gamevil, KEREC	1.0		1.02	20
3	1	Dentsu Media	KT-Telecop, Shinhan Bank, Station 3, ilga, Withweb	1.0		0.95	9
4	3=	MediaCom	Naver Webtoons, SK Encar, ING, Bose, Incross, Tempur	0.8		0.79	7
5	5	Universal McCann	DongSuh, Netmarble, Longtu Korea, JTBC	0.9		0.72	14
6	3=	PHD	SC Johnson(buying), Unilever(Search)	0.7	Transitions	0.64	4
7	8	ZenithOptimedia	Trivago, Sanofi, Kering	0.6		0.62	3
8	6	MEC	Socar, Lutronic	0.1		0.11	2
9	7	Vizeum	Panasonic	0.1		0.08	1
10=	9=	OMD		0.0		0.00	0
10=	9=	Initiative		0.0		0.00	0
12	12	Havas Media		0.0	Subaru	-0.08	0
						6.3	61

METHODOLOGY

The R3 New Business League has been compiled each of the last 154 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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