2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / July 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	8=	BBDO	Laneige, PATI Games	3.04		3.04	2
2	1	McCann WorldGroup	Lafuma Project, Kwangju_Mizline Project, Tega Soft Project	2.82		2.82	47
3	5=	TBWA	Dermatix, Dongwon F&B Tuna, Yakult Korea	3.49	Communication Client	2.67	9
4	2	DDB	Solga, Cigna, Hangju, KOCIS, Ferrero, Farm Factory	2.67	Bel Korea	2.37	16
5	3	JWT	NHN Entertainment Project,Nikon Project,KFCC Project	1.76		1.76	6
6	4	Ogilvy	Alcon Korea Project, LG U+ Project, Crown ChokoHeim Project	1.73		1.73	5
7	7	Dentsu	J Trust Project, Bridgestone Project, Ajinomoto Project	1.45		1.45	6
8	5=	Leo Burnett	Bel Korea Project	0.98		0.98	4
9=	8=	Lowe		0.00		0.00	0
9=	8=	Havas Worldwide		0.00		0.00	0
9=	8=	FCB		0.00		0.00	0
9=	8=	Bates		0.00		0.00	0
9=	8=	Saatchi & Saatchi		0.00		0.00	0
9=	8=	Y&R		0.00		0.00	0
9=	8=	Publicis		0.00		0.00	0
16	16	Grey Group		0.00	Dermatix	-0.53	0
						16.3	95

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / July 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	Starcom MediaVest	ABI	1.5		1.50	1
2	2	Carat	Webzen, K-BIZ, Philips, Gamevil, KERC	1.2		1.23	32
3	4	MediaCom	Wangdduggeong, Elle Golf & Outdoor , Tempur	1.2		1.19	9
4	3	Dentsu Media	KT-Telecop, Shinhan Bank, Station 3, ilga, Withweb	1.0		0.95	9
5	5	Universal McCann	DongSuh, Netmarble, Longtu Korea, JTBC	0.9		0.72	14
6	6	PHD	SC Johnson(buying), Unilever(Search)	0.7	Transitions	0.64	4
7	7	ZenithOptimedia	Trivago, Sanofi, Kering	0.6		0.62	3
8	8	MEC	Socar, Lutronic	0.1		0.11	2
9	9	Vizeum	Panasonic	0.1		0.08	1
10	10=	OMD		0.0		0.00	0
11	10=	Initiative		0.0		0.00	0
12	12	Havas Media		0.0	Subaru	-0.08	0
						6.9	75