

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Sep 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	Nexen Project, Miz Project, JNJ Acuvue Project	4.25		4.15	52
2	2	BBDO	Shinsegye I&C, Laneige, PATI Games	3.34		3.34	3
3	3	TBWA	Dermatix, Dongwon F&B Tuna, Yakult Korea	3.49	Communication Client	2.67	9
4	4	DDB	KOCIS, Ferrero, Farm Factory, Google Youtube Project	2.71	Bel Korea	2.41	17
5	5	Ogilvy	Hyatt Hotels, CJ Lion , Alcon Korea Project, LG U+ Project	2.36		2.36	10
6	6	J Walter Thompson	NHN Entertainment Project,Nikon Project,KFCC Project	2.21		2.21	7
7	7	Dentsu	Wooricard Project, J Trust Project, Bridgestone Project	1.92		1.92	7
8	8	Leo Burnett	Kellogg, Rejuran/ReAn, Bel Korea Project	1.63		1.63	6
9-	9=	Mullen Lowe		0.00		0.00	0
9-	9=	Havas Worldwide		0.00		0.00	0
9-	9=	FCB		0.00		0.00	0
9-	9=	Bates		0.00		0.00	0
9-	9=	Saatchi & Saatchi		0.00		0.00	0
9-	9=	Y&R		0.00		0.00	0
9-	9=	Publicis		0.00		0.00	0
16	16	Grey Group		0.00	Dermatix	-0.53	0
						20.1	111

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Sep 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	1.6		1.60	2
2	2	Carat	Sigong Media, Webzen, K-BIZ, Philips, Gamevil	1.2		1.25	33
3	3	Dentsu Media	Gungho, Treasure Island, NUC Electronics, Colopl	1.2		1.17	13
4	7	ZenithOptimedia	Pharma Research, Trivago, Sanofi, Kering	1.1		1.14	5
5	4	MediaCom	Wangdduggeong, Elle Golf & Outdoor , Tempur	1.2		1.09	9
6	5	Universal McCann	Nexen Tire, VANS, Wisebay, LF FASHION	1.2	Tempur	1.05	18
7	6	PHD	SC Johnson(buying), Unilever(Search)	0.7	Transitions	0.64	4
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	11	Initiative		0.0		0.00	0
12	12	Havas Media		0.0	Subaru	-0.08	0
						8.0	87

METHODOLOGY

The R3 New Business League has been compiled each of the last 157 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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