

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / Oct 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	Thirty Six Point Five, Lafuma, Nexen Project, Miz Project	4.55		4.45	64
2	2	BBDO	Shinsegye I&C, Laneige, PATI Games	3.34		3.34	3
3	5	Ogilvy	Kimberly Clark Korea Project, Hyatt Hotels, CJ Lion , Alcon Korea Project	2.96		2.96	12
4	8	Leo Burnett	Cadillac, Kellogg, Rejuran/ReAn, Bel Korea Project	2.69		2.69	8
5	3	TBWA	Dermatix, Dongwon F&B Tuna, Yakult Korea	3.49	Communication Client	2.67	9
6	7	Dentsu	Wooricard Project, J Trust Project, Bridgestone Project	2.42		2.42	9
7	4	DDB	KOCIS, Ferrero, Farm Factory, Google Youtube Project	2.71	Bel Korea	2.41	17
8	6	J Walter Thompson	NHN Entertainment Project, Nikon Project, KFCC Project	2.21		2.21	7
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
						22.6	129

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / Oct 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	3	Dentsu Media	Gungho, Treasure Island, NUC Electronics, Colopl, Bridgestone	1.4		1.38	20
3	2	Carat	Sigong Media, Webzen, K-BIZ, Philips, Gamevil	1.2		1.25	33
4	4	ZenithOptimedia	Pharma Research, Trivago, Sanofi, Kering	1.1		1.14	5
5	5	MediaCom	Wangdduggeong, Elle Golf & Outdoor, Tempur	1.2		1.09	9
6	6	Universal McCann	Nexen Tire, VANS, Wisebay, LF FASHION, CJ	1.2	Tempur	1.06	19
7	7	PHD	SC Johnson(buying), Unilever(Search)	0.7	Transitions	0.64	4
8	8	MEC	Socar, Lutronic, General Mills, Concern	0.3		0.21	5
9	9	Vizeum	Panasonic	0.1		0.08	1
10=	10=	OMD		0.0		0.00	0
10=	10=	Initiative		0.0		0.00	0
12	12	Havas Media		0.0	Subaru	-0.08	0
						8.4	98

### METHODOLOGY

The R3 New Business League has been compiled each of the last 158 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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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