

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea / May 2016

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	TBWA	Claire's, ILOOM	1.91		1.91	5
2	2	DDB	Toreore, Chochos Factory, Intel, NH Investment & Securities	1.57		1.57	10
3	6	Y&R	Kellogg SNS Marketing, MSD	1.00		1.00	3
4	3	Leo Burnett	Pfizer	0.90		0.90	2
5	4	McCann WorldGroup	Dyson Project, Hineken Project, Korea Sociial Enterprise Project	0.80		0.80	31
6	5	Isobar	Hyundai	0.44		0.44	6
7	7	J Walter Thompson	The oofoo Project, Sevenluck Project	0.33		0.33	3
8	8	Dentsu	Sport Client	0.05		0.05	2
9	9	Ogilvy	Yuhan Kimberly	0.01		0.01	1
10=	10=	BBDO		0.00		0.00	0
10=	10=	Grey Group		0.00		0.00	0
10=	10=	Mullen Lowe		0.00		0.00	0
10=	10=	Havas Worldwide		0.00		0.00	0
10=	10=	FCB		0.00		0.00	0
10=	10=	Bates		0.00		0.00	0
10=	10=	Saatchi & Saatchi		0.00		0.00	0
10=	10=	Publicis		0.00		0.00	0
18	18	Cheil		0.30	Pfizer	-0.25	1
						6.8	64

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea / May 2016

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	MediaCom	Tempur Sealy, GSK, LS Networks, Jayjun	1.05		1.05	7
2	8	Universal McCann	VF Group, D'live, Papajones, C&M, Sony Pictures, Woorim	1.29	Tempur Sealy	0.79	9
3	2	Havas Media	Manufacture Client	0.40		0.40	1
4	3	OMG	Pfizer	0.38		0.38	1
5	4	MEC	Yuanta, Twosomeplace, People Fund	0.28		0.28	3
6	5	Carat	ISMG(KB Insurance) Planning	0.27		0.27	5
7	7	Zenith	Nikon	0.03		0.03	1
8-	10=	Starcom		0.00		0.00	0
8-	10=	Dentsu Media		0.00		0.00	0
8-	10=	PHD		0.00		0.00	0
8-	10=	Initiative		0.00		0.00	0
8-	10=	Vizeum		0.00		0.00	0
13	9	OMD		0.00	Tourism Australia	-0.10	0
14	6	Mindshare	Elle Sport	0.25	VF Group	-0.50	2
						2.6	29

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by 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.