

## Creative New Business League(Korea) – Apr 2010

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (US\$m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (US\$m)</b>
<b>1</b>	<b>2</b>	<b>McCann WorldGroup</b>	Korean Ministry of Health communications, Government Client, Sports Client	0.9		0.9
<b>2=</b>	<b>1</b>	<b>TBWA</b>	Artistry, Kyowon L&C	0.8		0.8
<b>2=</b>	<b>4=</b>	<b>Ogilvy</b>	Mentholatum, Daehan Steel, Citibank, Banana Republic, Daeoo Securities Direct	0.8		0.8
<b>4</b>	<b>3</b>	<b>Grey Group</b>	Allergan, Yahoo!, CGV Theatre	0.5		0.5
<b>5=</b>	<b>6</b>	<b>Leo Burnett</b>	Merrill Lynch, Chrysler	0.3		0.3
<b>5=</b>	<b>4=</b>	<b>Euro RSCG</b>	Beauty Client	0.3		0.3
<b>7=</b>	<b>7=</b>	<b>DDB</b>	Korea Exchange Bank Credit Services, Zespri International	0.6	PCA Life	0.1
<b>7=</b>	<b>7=</b>	<b>JWT</b>	CHA Health Systems	0.1		0.1
<b>7=</b>	<b>7=</b>	<b>BBDO</b>	Black Yak	0.1		0.1
<b>10=</b>	<b>10=</b>	<b>Bates</b>		0.0		0.0
<b>10=</b>	<b>10=</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>10=</b>	<b>10=</b>	<b>DraftFCB</b>		0.0		0.0
<b>10=</b>	<b>10=</b>	<b>Lowe</b>		0.0		0.0

## Media New Business Scoreboard(Korea) –Apr 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1=	Universal McCann	Korean Ministry of Health communications, Burberry, Lotteria Vietnam, Subaru, AIA Asia Pacific	0.7		0.7
2	1=	Carat	Hyosung, Nature Republic, Daelim I&S - Web Build, Telechips	0.4		0.4
3	1=	OMD	Henkel Home Care	0.3	Watson's	0.3
4	4=	ZenithOptimedia	Watson's	0.1		0.1
5=	4=	MPG		0.0		0.0
5=	4=	PHD		0.0		0.0
5=	4=	Starcom MediaVest		0.0		0.0
5=	4=	Initiative		0.0		0.0
5=	4=	MediaCom		0.0		0.0

### CREATIVE AGENCIES

McCann jumped to the top place securing several wins including Korean Ministry of Health Communications. Ogilvy went to the second spot snapping Mentholatum, Daehan Steel, Citibank and etc., and shared the position with TBWA. Leo Burnett and Euro made up the fifth.

### MEDIA AGENCIES

Universal McCann maintained the top place securing several wins including Korean Ministry of Health Communications and Burberry. Carat went to the second spot snapping Hyosung. OMD jumped to the third position on the back of previous wins.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 92 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.

