

Creative New Business League(Korea) – Apr 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	JWT	KT&G	1.20		1.20
2	3	Leo Burnett	OB Beer Imported Brands	0.87		0.87
3	2	TBWA	WeMakePrice, Shinhan Investment, Bel Cheese	1.70		0.70
4	4	BBDO	Blackberry Asia Pacific, Baskin Robbins	0.40		0.40
5	7=	DDB	Henkel Syoss, Lego	0.15		0.15
6	5	Publicis	LG Digital Asia Pacific	0.12		0.12
7	6	Saatchi and Saatchi	Lenovo Asia Pacific	0.10		0.10
8	7=	Euro RSCG	Bosch Brand	0.06		0.06
9=	7=	Grey Group		0.00		0.00
9=	7=	McCann WorldGroup		0.00		0.00
9=	7=	DraftFCB		0.00		0.00
9=	7=	Bates		0.00		0.00
9=	7=	Lowe		0.00		0.00
14	14=	Ogilvy		0.00	Lenovo Asia Pacific	(0.10)

Media New Business League(Korea) –Apr 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	3	Carat	Samsung Digital, P&G Brands, Quritel Digital	0.32		0.32
2	4	Universal McCann	Merz, ID Hospital	0.51	Bel Cheese	0.21
3	1	Starcom MediaVest	Tourism NewZealand	0.16		0.16
4	2	OMD	Levi's Asia Pacific	0.15		0.15
5	5=	MPG	Bosch Asia Pacific, Escada Asia Pacific	0.07		0.07
6=	5=	ZenithOpti media		0.00		0.00
6=	5=	PHD		0.00		0.00
6=	5=	Initiative		0.00		0.00
6=	5=	MediaCom		0.00		0.00

CREATIVE AGENCIES

JWT kept on top spot, followed by Leo Burnett winning OB Beer Imported Brands. TBWA and BBDO made up the rest of the top four.

MEDIA AGENCIES

Carat jumped to top spot with strong confidential wins. UM moved up to second on the back of Merz and ID Hospital new business. Starcom and OMD made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 104 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.

