

Creative New Business League(Korea) – August 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	1.40		1.40
2	2	Leo Burnett	Bayer Aspirin Protect, Eland New Balance, OB Beer Imported Brands	1.12		1.12
3	3	BBDO	SC Johnson Asia Pacific, Blackberry Asia Pacific, Baskin Robbins	0.70		0.60
4	4	TBWA	Hyundai Heavy Industries, KyungDong Navien, Woongjin Coway	2.10	Artistry	0.50
5	5	Ogilvy	SC Johnson Asia Pacific, Adobe Systems, Western Union, CPA Global	0.49	Lenovo Asia Pacific	0.39
6	6	DDB	Henkel Syoss, Lego	0.15		0.15
7	7	Publicis	LG Digital Asia Pacific	0.12		0.12
8	8	Saatchi and Saatchi	Lenovo Asia Pacific	0.10		0.10
9	9	Euro RSCG	Bosch Brand	0.06		0.06
10=	10=	Grey Group		0.00		0.00
10=	10=	McCann WorldGroup		0.00		0.00
10=	10=	Bates		0.00		0.00
10=	10=	Lowe		0.00		0.00
14	14	DraftFCB		0.00	SC Johnson Asia Pacific	-0.75

Media New Business League(Korea) –August 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	6=	ZenithOptimedia	Nestle	0.75		0.75
2	3=	OMD	Sony Aisa Pacific, Levi's Asia Pacific	0.40		0.40
3	1	Carat	Samsung Digital, P&G Brands, Quritel Digital	0.32		0.32
4	2	Starcom MediaVest	Tourism NewZealand	0.16		0.16
5	3=	PHD	SC Johnson Asia Pacific	0.15		0.15
6	5	MPG	Bosch Asia Pacific, Escada Asia Pacific	0.07		0.07
7=	6=	Initiative		0.00		0.00
7=	6=	MediaCom		0.00		0.00
9	9	Universal McCann	Columbia Dental, CJ Media, Merz, ID Hospital	0.52	SC Johnson Asia Pacific	-0.08

CREATIVE AGENCIES

It was a quiet month for multinational creative agency league, only TBWA picked up Hyundai Heavy Industries and others new businesses.

MEDIA AGENCIES

ZenithOptimedia was fastest mover this month, on the back of excellent Nestle win. OMB won Sony Asia Pacific new business and jumped to second position. Carat and Starcom made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 108 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.

