

Creative New Business League(Korea) – Dec 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	TBWA	Evezary, Hyundai Card, Hansol Education	6.1	ING	4.5
2	2	DDB	Zespri, Henkel, Fidelity Asset Management, HIRA	2.0		2.0
3	4	Euro RSCG	IBM Digital Euro RSCG, LG, Wooami, 365 MC	1.4		1.4
4	3	Ogilvy	UPS Asia Pacific, Daewoo securities, Nature Republic, S-oil	1.5	Astra Zeneka	1.3
5=	5=	McCann WorldGroup	Outback Steakhouse, BMS -Baraclude, Korea Hospital, Cheil Fabric	0.9	UPS Asia Pacific	0.8
5=	5=	Grey Group	Allianz Asia Pacific, ESPN Star Sports Asia Pacific, Aladdin	0.8		0.8
7=	7=	BBDO	S-Oil TotalLubricants, Handok Pharmaceuticals	0.6	Allianz Asia Pacific	0.3
7=	7=	Bates	Tony Moly	0.3		0.3
9	9	JWT	Skechers, Kelloggs Asia Pacific	0.2		0.2
10=	11=	Saatchi and Saatchi	Merck Sharp Dohme Asia Pacific	0.1	ESPN Star Sports Asia Pacific	0.0
10=	10	DraftFCB		0.0		0.0
12=	11=	Leo Burnett	Philippine Airlines Global	0.1	Kelloggs Asia Pacific	(0.1)
12=	11=	Lowe		0.0	Surf Asia Pacific	(0.1)

Media New Business Scoreboard(Korea) –Dec 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	MPG	Hyundai Asia Pacific	1.5	Swarovski Asia Pacific	1.5
2	2	Carat	Fox, Brachetto, Zero to Seven, Daelim B&Co	1.2		1.2
3	3	PHD	HP Asia Pacific	0.5		0.5
4	4	Starcom MediaVest	Swarovski, POM Wonderful, K Hospital	0.3	Diageo	0.2
5=	NA	Initiative	PCA Life Insurance	0.1		0.1
5=	5=	ZenithOptimedia	Reckitt Benckiser Asia Pacific, Visang	0.6	HP Asia Pacific	0.1
5=	5=	MediaCom	Allianz Asia Pacific	0.1		0.1
8	8	Universal McCann	Hanul Education, Daesun distilling, Wiseberry	0.1	UPS Asia Pacific	0.0
9	9	OMD		0.0	Allianz Asia Pacific	(0.1)

CREATIVE AGENCIES

TBWA finished the year on top with around 20 wins, the biggest of which included Kyobo-AXA General Insurance, Happycall and Hyundai Capital. DDB maintained the second place with wins including Reebok, Kumho Tire and Henkel. Euro RSCG and Ogilvy finished third and fourth respectively

MEDIA AGENCIES

MPG finished the year on top on the back of massive Hyundai regional win. Carat maintained the second place with a dozen wins which included Fox, Daelim B&Co and Brachetto. PHD and Starcom finished third and fourth respectively

METHODOLOGY

The R3 New Business League has been compiled each of the last 88 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.

