

## Creative New Business League(Korea) – Dec 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>1</b>	<b>TBWA</b>	Shinyoung Wacoal, Gmarket, Amway, Market O	3.20	KT&G	2.40
<b>2</b>	<b>2=</b>	<b>Ogilvy</b>	TunTun English, Iriver, Audi, Korail	1.34		1.34
<b>3</b>	<b>2=</b>	<b>BBDO</b>	JNJ Baby, Mercedes GLK, Black Yak	1.30		1.30
<b>4</b>	<b>4=</b>	<b>Grey Group</b>	LG Home Appliances, Panadol, Subway	0.95		0.95
<b>5</b>	<b>7=</b>	<b>JWT</b>	KT&G and KT&G, Shilla Mutual Saving Bank, Taylor Made	0.85		0.85
<b>6</b>	<b>4=</b>	<b>Leo Burnett</b>	Davin Watech, Merrill Lynch, Chrysler	0.73		0.73
<b>7</b>	<b>4=</b>	<b>Publicis</b>	Woongjin Food, SK C &C, Sony Bravia TV, Yuhan Kimberly	0.81	DongHwa Parm	0.67
<b>8</b>	<b>7=</b>	<b>Euro RSCG</b>	Pfizer Asia Pacific, Omega, Kumho rent-a-car	0.51		0.51
<b>9</b>	<b>7=</b>	<b>McCann WorldGroup</b>	Pagoda Academy, Star Run, Columbia Dental Clinic	1.59	JNJ Baby	0.39
<b>10</b>	<b>10</b>	<b>DraftFCB</b>	Nivea	0.30		0.30
<b>11</b>	<b>11</b>	<b>DDB</b>	Bel Cheese, Johnson's Baby, Zespri International	1.26	Shinyoung Wacoal	0.01
<b>12=</b>	<b>12=</b>	<b>Bates</b>		0.00		0.00
<b>12=</b>	<b>12=</b>	<b>Saatchi and Saatchi</b>		0.00		0.00
<b>12=</b>	<b>12=</b>	<b>Lowe</b>		0.00		0.00

## Media New Business League(Korea) –Dec 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	Tiffany, Lotte, Air Asia, P&G Digital	0.99		0.94
2	2=	Universal McCann	Duo, Korean Ministry of Health Communications, Burberry Asia Pacific	1.06	Bel Cheese	0.71
3	2=	Starcom MediaVest	Aviva, Kellogg's, Sanofi Aventis	0.66		0.66
4	4	OMD	Henkel Home Care	0.30	Watson's	0.25
5	5	ZenithOptimedia	Watson's	0.10		0.10
6=	6=	MPG		0.00		0.00
6=	6=	PHD		0.00		0.00
6=	6=	Initiative		0.00		0.00
6=	6=	MediaCom		0.00		0.00

### CREATIVE AGENCIES

TBWA capped a successful 2010 on the back of Shinyoung Wacoal, Kyowon L&C and other wins. Ogilvy was placed second, winning TunTun English and Mentholatum, followed by BBDO, who claimed J&J Baby. Grey made up the rest of the top four.

### MEDIA AGENCIES

Carat finished the year on top on the back of Tiffany and Air Asia wins. Universal McCann stayed second, securing Korean Ministry of Health Communications and PCA Life. Starcom and OMD made up the rest of the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 100 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.

