

Creative New Business League(Korea) – December 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	Livart, KT&G	1.57		1.57
2	2	Leo Burnett	Pernod-Ricard, GE, Bayer Aspirin Protect	1.24		1.24
3	3=	Ogilvy	Nike, HanbitSoft, Philips Asia Pacific	1.02	Lenovo Asia Pacific	0.92
4	3=	BBDO	ExxonMobil Asia Pacific	0.90		0.80
5	5	TBWA	Rosetta Stone	2.30		0.70
6	6	Publicis	Merck OTC Brands Asia Pacific	0.22		0.22
7	9=	Grey Group	Converse, Yuhan Pharmaceuticals	0.20		0.20
8	7	Saatchi and Saatchi	Lenovo Asia Pacific	0.10		0.10
9	8	Euro RSCG	Bosch Brand	0.06		0.06
10=	9=	Bates		0.00		0.00
10=	9=	Lowe		0.00		0.00
10=	12	McCann WorldGroup	Coca-Cola, Agrosuper, Pfizer	0.24	Lufthansa Asia Pacific	0.00
13	13	DDB	Henkel Syoss, Lego	0.15	Philips Asia Pacific	(0.30)
14	14	DraftFCB		0.00	SC Johnson Asia Pacific	(0.75)

Media New Business League(Korea) –December 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	ZenithOptimedia	Nestle	0.80		0.80
2	7	Starcom MediaVest	Novartis Asia Pacific, Tourism NewZealand	0.56		0.51
3	2	Carat	Philips Asia Pacific	0.44		0.44
4=	3=	OMD	Sony Asia Pacific, Levi's Asia Pacific	0.40	ExxonMobil Asia Pacific	0.20
4=	3=	PHD	Sony Ericsson Asia Pacific	0.20		0.20
6	5	Universal McCann	ExxonMobil Asia Pacific	0.75	SC Johnson Asia Pacific	0.15
7	6	MediaCom	Revlon Asia Pacific	0.13		0.13
8	8	MPG	Bosch Asia Pacific, Escada Asia Pacific	0.07		0.07
9	9	Initiative		0.00	Revlon Asia Pacific	(0.05)

CREATIVE AGENCIES

JWT continued its lead with a recent win from Livart. Leo Burnett maintained its position with wins from Pernod-Ricard and GE. Ogilvy stayed at the third place while BBDO dropped to the fourth.

MEDIA AGENCIES

ZenithOptimedia continued to lead the industry. Starcom MediaVest moved to the second place with a recent win from Novartis Asia Pacific. Carat dropped to the third while OMD and PHD shared the fourth position.

METHODOLOGY

The R3 New Business League has been compiled each of the last 112 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.

