

Creative New Business League(Korea) – Feb 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	2	TBWA	Artistry, Kyowon L&C	0.6		0.6
2=	1	DDB	Korea Exchange Bank Credit Services, Zespri International	0.6	PCA Life	0.3
2=	3=	Grey Group	Yahoo!, CGV Theatre	0.3		0.3
2=	7=	Euro RSCG		0.3		0.3
5=	3=	Leo Burnett	Chrysler	0.2		0.2
5=	3=	Ogilvy	Mentholatum, Daehan Steel, Shingegae International	0.2		0.2
7	6	JWT	CHA Health Systems	0.1		0.1
8=	7=	McCann WorldGroup		0.0		0.0
8=	7=	BBDO		0.0		0.0
8=	7=	Bates		0.0		0.0
8=	7=	Saatchi and Saatchi		0.0		0.0
8=	7=	DraftFCB		0.0		0.0
8=	7=	Lowe		0.0		0.0

Media New Business Scoreboard(Korea) –Feb 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1=	2	OMD	Artistry, Henkel Home Care	0.4		0.4
1=	1	Carat	Nature Republic, Daelim I&S - Web Build	0.4		0.4
1=	3	Universal McCann	PCA Life, Rosee Cosmetics, Yedang Entertainment	0.4		0.4
4=	4=	MPG		0.0		0.0
4=	4=	PHD		0.0		0.0
4=	4=	Starcom MediaVest		0.0		0.0
4=	4=	Initiative		0.0		0.0
4=	4=	ZenithOpti media		0.0		0.0
4=	4=	MediaCom		0.0		0.0

CREATIVE AGENCIES

TBWA moved to the top position securing Artistry account. DDB, losing PCA Life, shared the second position with Grey and Euro RSCG.

MEDIA AGENCIES

OMD, Carat and Universal McCann shared the top position.

METHODOLOGY

The R3 New Business League has been compiled each of the last 90 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.

