

## Creative New Business League(Korea) – Feb 2011

<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>JWT</b>	KT&G	1.20		1.20
<b>2</b>	<b>3</b>	<b>BBDO</b>	Blackberry Asia Pacific, Baskin Robbins	0.40		0.40
<b>3</b>	<b>2</b>	<b>Leo Burnett</b>		0.32		0.32
<b>4</b>	<b>4=</b>	<b>Publicis</b>	LG Digital Asia Pacific	0.12		0.12
<b>5</b>	<b>4=</b>	<b>Saatchi and Saatchi</b>	Lenovo Asia Pacific	0.10		0.10
<b>6=</b>	<b>6=</b>	<b>Grey Group</b>		0.00		0.00
<b>6=</b>	<b>6=</b>	<b>Euro RSCG</b>		0.00		0.00
<b>6=</b>	<b>6=</b>	<b>McCann WorldGroup</b>		0.00		0.00
<b>6=</b>	<b>6=</b>	<b>DraftFCB</b>		0.00		0.00
<b>6=</b>	<b>6=</b>	<b>DDB</b>		0.00		0.00
<b>6=</b>	<b>6=</b>	<b>Bates</b>		0.00		0.00
<b>6=</b>	<b>6=</b>	<b>Lowe</b>		0.00		0.00
<b>13</b>	<b>13</b>	<b>Ogilvy</b>		0.00	Lenovo Asia Pacific	<b>(0.10)</b>
<b>14</b>	<b>14</b>	<b>TBWA</b>	Bel Cheese	0.40		<b>(0.60)</b>

## Media New Business League(Korea) –Feb 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	4=	Starcom MediaVest	Tourism NewZealand	0.16		0.16
2	2	OMD	Levi's Asia Pacific	0.15		0.15
3	3	Carat	Samsung Digital, P&G Brands, Quritel Digital	0.04		0.04
4	1	Universal McCann	Soongsil University, Hurom, Kuhnii Pharm	0.31	Bel Cheese	0.01
5=	4=	ZenithOpti media		0.00		0.00
5=	4=	MPG		0.00		0.00
5=	4=	PHD		0.00		0.00
5=	4=	Initiative		0.00		0.00
5=	4=	MediaCom		0.00		0.00

### CREATIVE AGENCIES

JWT kept on the top of the table, followed by BBDO securing Blackberry Asia Pacific. Leo Burnett and Publicis made up the rest of the top four.

### MEDIA AGENCIES

Starcom jumped to the top spot on the back of Tourism NewZealand win. OMD was a close second, followed by Carat securing Samsung Digital and some P&G Brands. UM secured Soongsil University, but leapt to fourth because of Bel Cheese and other losses.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 102 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.

