

## Creative New Business League(Korea) – Jan 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>2</b>	<b>DDB</b>	Korea Exchange Bank Credit Services, Zespri International	0.6		0.6
<b>2</b>	<b>1</b>	<b>TBWA</b>	Kyowon L&C	0.4		0.4
<b>3=</b>	<b>5=</b>	<b>Grey Group</b>	Beauty Client	0.2		0.2
<b>3=</b>	<b>12=</b>	<b>Leo Burnett</b>	Chrysler	0.2		0.2
<b>3=</b>	<b>4</b>	<b>Ogilvy</b>	Daehan Steel, Shingegae International	0.2		0.2
<b>6</b>	<b>9</b>	<b>JWT</b>	CHA Health Systems	0.1		0.1
<b>7=</b>	<b>3</b>	<b>Euro RSCG</b>		0.0		0.0
<b>7=</b>	<b>5=</b>	<b>McCann WorldGroup</b>		0.0		0.0
<b>7=</b>	<b>7=</b>	<b>BBDO</b>		0.0		0.0
<b>7=</b>	<b>7=</b>	<b>Bates</b>		0.0		0.0
<b>7=</b>	<b>10=</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>7=</b>	<b>10=</b>	<b>DraftFCB</b>		0.0		0.0
<b>7=</b>	<b>12=</b>	<b>Lowe</b>		0.0		0.0

## Media New Business Scoreboard(Korea) –Jan 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
<b>1</b>	<b>2</b>	<b>Carat</b>	Nature Republic, Daelim I&S - Web Build	0.4		0.4
<b>2</b>	<b>9</b>	<b>OMD</b>	Henkel Home Care	0.3		0.3
<b>3</b>	<b>8</b>	<b>Universal McCann</b>	Rosee Cosmetics, Yedang Entertainment	0.1		0.1
<b>4=</b>	<b>1</b>	<b>MPG</b>		0.0		0.0
<b>4=</b>	<b>3</b>	<b>PHD</b>		0.0		0.0
<b>4=</b>	<b>4</b>	<b>Starcom MediaVest</b>		0.0		0.0
<b>4=</b>	<b>5=</b>	<b>Initiative</b>		0.0		0.0
<b>4=</b>	<b>5=</b>	<b>ZenithOpti media</b>		0.0		0.0
<b>4=</b>	<b>5=</b>	<b>MediaCom</b>		0.0		0.0

### CREATIVE AGENCIES

DDB took the first place, including Korea Exchange Bank Credit Services and Zespri International. TBWA went to the second place with Kyowon L&C win. Grey, Leo Burnett and Ogilvy shared the third position.

### MEDIA AGENCIES

Carat took the first place, securing Nature Republic and Daelim I&S - Web Build business. OMD went to the second place, winning Henkel Home Care. Universal McCann took the third position with Rosee Cosmetics and Yedang Entertainment.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 89 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.

