

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

<b>RANK THIS MONTH</b>	<b>RANK LAST YEAR</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>5</b>	<b>JWT</b>	<b>KT&amp;G</b>	<b>1.20</b>		<b>1.20</b>
<b>2</b>	<b>6</b>	<b>Leo Burnett</b>		<b>0.32</b>		<b>0.32</b>
<b>3</b>	<b>3</b>	<b>BBDO</b>	<b>Baskin Robbins</b>	<b>0.30</b>		<b>0.30</b>
<b>4=</b>	<b>7</b>	<b>Publicis</b>	<b>LG Digital Asia Pacific</b>	<b>0.10</b>		<b>0.10</b>
<b>4=</b>	<b>12=</b>	<b>Saatchi and Saatchi</b>	<b>Lenovo Asia Pacific</b>	<b>0.10</b>		<b>0.10</b>
<b>6=</b>	<b>4</b>	<b>Grey Group</b>		<b>0.00</b>		<b>0.00</b>
<b>6=</b>	<b>8</b>	<b>Euro RSCG</b>		<b>0.00</b>		<b>0.00</b>
<b>6=</b>	<b>9</b>	<b>McCann WorldGroup</b>		<b>0.00</b>		<b>0.00</b>
<b>6=</b>	<b>10</b>	<b>DraftFCB</b>		<b>0.00</b>		<b>0.00</b>
<b>6=</b>	<b>11</b>	<b>DDB</b>		<b>0.00</b>		<b>0.00</b>
<b>6=</b>	<b>12=</b>	<b>Bates</b>		<b>0.00</b>		<b>0.00</b>
<b>6=</b>	<b>12=</b>	<b>Lowe</b>		<b>0.00</b>		<b>0.00</b>
<b>13</b>	<b>2</b>	<b>Ogilvy</b>		<b>0.00</b>	<b>Lenovo Asia Pacific</b>	<b>(0.10)</b>
<b>14</b>	<b>1</b>	<b>TBWA</b>		<b>0.10</b>		<b>(0.90)</b>

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

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
<b>1</b>	<b>2</b>	<b>Universal McCann</b>	Hurom, Kuhnii Pharm, Electrolux	0.16		0.16
<b>2</b>	<b>4</b>	<b>OMD</b>	Levi's Asia Pacific	0.15		0.15
<b>3</b>	<b>1</b>	<b>Carat</b>	Quritel Digital	0.01		0.01
<b>4=</b>	<b>3</b>	<b>Starcom MediaVest</b>		0.00		0.00
<b>4=</b>	<b>5</b>	<b>ZenithOpti media</b>		0.00		0.00
<b>4=</b>	<b>6=</b>	<b>MPG</b>		0.00		0.00
<b>4=</b>	<b>6=</b>	<b>PHD</b>		0.00		0.00
<b>4=</b>	<b>6=</b>	<b>Initiative</b>		0.00		0.00
<b>4=</b>	<b>6=</b>	<b>MediaCom</b>		0.00		0.00

### CREATIVE AGENCIES

In the first report of 2011, JWT led the way through strong win of KT&G. Leo Burnett stayed second with some confidential wins, followed by BBDO, securing Baskin Robbins.

### MEDIA AGENCIES

UM stayed top spot on 2011 first media agency table, securing Hurom and Kuhnii Pharm. OMD was a close second, claiming Levi's Asia Pacific new business. Carat made up the rest of the top three.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 101 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.

