

## Creative New Business League(Korea) – July 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	1.40		1.40
<b>2</b>	<b>2</b>	<b>Leo Burnett</b>	Bayer Aspirin Protect, Eland New Balance, OB Beer Imported Brands	1.12		1.12
<b>3</b>	<b>4</b>	<b>BBDO</b>	SC Johnson Asia Pacific, Blackberry Asia Pacific, Baskin Robbins	0.70		0.60
<b>4</b>	<b>3</b>	<b>TBWA</b>	WeMakePrice, Shinhan Investment, Bel Cheese	1.70		0.50
<b>5</b>	<b>14</b>	<b>Ogilvy</b>	SC Johnson Asia Pacific, Adobe Systems, Western Union, CPA Global	0.49	Lenovo Asia Pacific	0.39
<b>6</b>	<b>5</b>	<b>DDB</b>	Henkel Syoss, Lego	0.15		0.15
<b>7</b>	<b>6</b>	<b>Publicis</b>	LG Digital Asia Pacific	0.12		0.12
<b>8</b>	<b>7</b>	<b>Saatchi and Saatchi</b>	Lenovo Asia Pacific	0.10		0.10
<b>9</b>	<b>8</b>	<b>Euro RSCG</b>	Bosch Brand	0.06		0.06
<b>10=</b>	<b>9=</b>	<b>Grey Group</b>		0.00		0.00
<b>10=</b>	<b>9=</b>	<b>McCann WorldGroup</b>		0.00		0.00
<b>10=</b>	<b>9=</b>	<b>Bates</b>		0.00		0.00
<b>10=</b>	<b>9=</b>	<b>Lowe</b>		0.00		0.00
<b>14</b>	<b>9=</b>	<b>DraftFCB</b>		0.00	SC Johnson Asia Pacific	<b>-0.75</b>

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

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>1</b>	<b>Carat</b>	Samsung Digital, P&G Brands, Quritel Digital	0.32		0.32
<b>2</b>	<b>3</b>	<b>Starcom MediaVest</b>	Tourism NewZealand	0.16		0.16
<b>3=</b>	<b>4</b>	<b>OMD</b>	Levi's Asia Pacific	0.15		0.15
<b>3=</b>	<b>6=</b>	<b>PHD</b>	SC Johnson Asia Pacific	0.15		0.15
<b>5</b>	<b>5</b>	<b>MPG</b>	Bosch Asia Pacific, Escada Asia Pacific	0.07		0.07
<b>6=</b>	<b>6=</b>	<b>ZenithOpti media</b>		0.00		0.00
<b>6=</b>	<b>6=</b>	<b>Initiative</b>		0.00		0.00
<b>6=</b>	<b>6=</b>	<b>MediaCom</b>		0.00		0.00
<b>9</b>	<b>2</b>	<b>Universal McCann</b>	Columbia Dental, CJ Media, Merz, ID Hospital	0.52	SC Johnson Asia Pacific	<b>-0.08</b>

### CREATIVE AGENCIES

JWT maintained on top spot on the back of strong KT&G win. Leo Burnett was a close second, securing Bayer Aspirin Protect and Eland New Balance. BBDO and TBWA made up the rest of the top four.

### MEDIA AGENCIES

Carat maintained its top position on the back of previous wins, followed by Starcom. OMD and PHD made up the rest of the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 107 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.

