

Creative New Business League(Korea) – Aug 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	TBWA	Amway, Market O, Orion Confectionery, SK Telecom	1.9		1.9
2	8=	BBDO	JNJ Baby, Mercedes GLK, Black Yak	1.3		1.3
3	2	Ogilvy	Iriver, Audi, Korail, Schneider	1.1		1.1
4	6	Leo Burnett	Davin Watech, Merrill Lynch, Chrysler	0.7		0.7
5=	4=	Publicis	Sony Bravia TV, Yuhan Kimberly, DHC, Prudential	0.8	DongHwa Parm	0.6
5=	4=	Grey Group	Subway, Allergan, Yahoo!, CGV Theatre	0.6		0.6
7=	7	Euro RSCG	Helly Hansen	0.3		0.3
7=	8=	JWT	Shilla Mutual Saving Bank, CHA Health Systems	0.3		0.3
9	8=	DDB	Canadian Tourism Board, Korea Exchange Bank Credit Services	0.6	PCA Life	0.1
10=	11=	Bates		0.0		0.0
10=	11=	Saatchi and Saatchi		0.0		0.0
10=	11=	DraftFCB		0.0		0.0
10=	11=	Lowe		0.0		0.0
14	3	McCann WorldGroup	CCKC Smart Water, Blizzard G Star 2010, Kolon Sports	1.1	JNJ Baby	(0.1)

Media New Business Scoreboard(Korea) –Aug 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Universal McCann	Dave, Nara Controls, Burberry	0.8		0.8
2	2	Carat	Air Asia, P&G Digital, Kelloggs Digital, Hyosung	0.6		0.5
3	3	OMD	Henkel Home Care	0.3	Watson's	0.3
4	4	ZenithOptimedia	Watson's	0.1		0.1
5=	5=	MPG		0.0		0.0
5=	5=	PHD		0.0		0.0
5=	5=	Starcom MediaVest		0.0		0.0
5=	5=	Initiative		0.0		0.0
5=	5=	MediaCom		0.0		0.0

CREATIVE AGENCIES

TBWA maintained the top position on the back of previous wins. BBDO jumped to the second place securing JNJ baby account. Ogilvy and Leo Burnett made up the top four

MEDIA AGENCIES

A relative quiet month, all agency ranks stayed the same, only McCann snapped Dave and Nara Controls

METHODOLOGY

The R3 New Business League has been compiled each of the last 96 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.

