

Creative New Business League(Korea) – June 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	SK Telecom, Sanitary Ware, Artistry	1.4		1.4
2	2	McCann WorldGroup	Korean Ministry of Health communications	0.9		0.9
3	3	Ogilvy	Mentholatum, Daehan Steel, Citibank, Banana Republic	0.8		0.8
4	4	Grey Group	Subway, Allergan, Yahoo!, CGV Theatre	0.6		0.6
5	5	Leo Burnett	Merrill Lynch, Chrysler	0.4		0.4
6	6	Euro RSCG	Helly Hansen	0.3		0.3
7=	7=	BBDO	Mercedes GLK, Black Yak	0.1		0.1
7=	7=	DDB	Canadian Tourism Board, Korea Exchange Bank Credit Services	0.6	PCA Life	0.1
7=	7=	JWT	CHA Health Systems	0.1		0.1
10=	10=	Bates		0.0		0.0
10=	10=	Saatchi and Saatchi		0.0		0.0
10=	10=	DraftFCB		0.0		0.0
10=	10=	Lowe		0.0		0.0

Media New Business Scoreboard(Korea) –June 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	Korean Ministry of Health communications, Burberry	0.7		0.7
2	2	Carat	Kelloggs Digital, Hyosung, Nature Republic	0.4		0.4
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, securing some brief from SK Telecom. Grey also snapped Subway and made up the top four with McCann and Ogilvy.

MEDIA AGENCIES

A quiet month, only Carat snapped Kelloggs digital business.

METHODOLOGY

The R3 New Business League has been compiled each of the last 94 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.

