

## Creative New Business League(Korea) – Sep 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>1</b>	<b>TBWA</b>	Gmarket, Amway, Market O, Orion Confectionery	2.0		2.0
<b>2</b>	<b>2</b>	<b>BBDO</b>	JNJ Baby, Mercedes GLK, Black Yak	1.3		1.3
<b>3</b>	<b>3</b>	<b>Ogilvy</b>	Iriver, Audi, Korail, Schneider	1.1		1.1
<b>4</b>	<b>4</b>	<b>Leo Burnett</b>	Davin Watech, Merrill Lynch, Chrysler	0.7		0.7
<b>5=</b>	<b>5=</b>	<b>Publicis</b>	Sony Bravia TV, Yuhan Kimberly, DHC, Prudential	0.8	DongHwa Parm	0.6
<b>5=</b>	<b>5=</b>	<b>Grey Group</b>	Subway, Allergan, Yahoo!, CGV Theatre	0.6		0.6
<b>7</b>	<b>7=</b>	<b>Euro RSCG</b>	Kumho rent-a-car, Helly Hansen	0.4		0.4
<b>8</b>	<b>7=</b>	<b>JWT</b>	Shilla Mutual Saving Bank, CHA Health Systems	0.3		0.3
<b>9</b>	<b>9</b>	<b>DDB</b>	Canadian Tourism Board, Korea Exchange Bank Credit Services	0.6	PCA Life	0.1
<b>10=</b>	<b>10=</b>	<b>Bates</b>		0.0		0.0
<b>10=</b>	<b>10=</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>10=</b>	<b>10=</b>	<b>DraftFCB</b>		0.0		0.0
<b>10=</b>	<b>10=</b>	<b>Lowe</b>		0.0		0.0
<b>14</b>	<b>14</b>	<b>McCann WorldGroup</b>	CCKC GLACEAU Vitaminwater, Blizzard StarCraft II, CCKC Smart Water	1.1	JNJ Baby	<b>(0.1)</b>

## Media New Business Scoreboard(Korea) –Sep 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	Jindo Fur, Dave, Nara Controls	0.8		0.8
2	2	Carat	Air Asia, P&G Digital, Kelloggs Digital, Hyosung	0.7		0.7
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 secured Jindo Fur and Carat won Air Asia.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 97 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.

