

Creative New Business League(Korea) – Mar 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	Artistry, Kyowon L&C	0.8		0.8
2	8=	McCann WorldGroup	Government Client, Sports Client	0.6		0.6
3	2=	Grey Group	Allergan, Yahoo!, CGV Theatre	0.5		0.5
4=	2=	Euro RSCG	Beauty Client	0.3		0.3
4=	5=	Ogilvy	Mentholatum, Daehan Steel, Shingegae International	0.3		0.3
6	5=	Leo Burnett	Chrysler	0.2		0.2
7=	2=	DDB	Korea Exchange Bank Credit Services, Zespri International	0.6	PCA Life	0.1
7=	7	JWT	CHA Health Systems	0.1		0.1
7=	8=	BBDO	Black Yak	0.1		0.1
10=	8=	Bates		0.0		0.0
10=	8=	Saatchi and Saatchi		0.0		0.0
10=	8=	DraftFCB		0.0		0.0
10=	8=	Lowe		0.0		0.0

Media New Business Scoreboard(Korea) –Mar 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1=	1=	OMD	Artistry, Henkel Home Care	0.4		0.4
1=	1=	Carat	Nature Republic, Daelim I&S - Web Build	0.4		0.4
1=	1=	Universal McCann	AIA Asia Pacific, PCA Life, Rosee Cosmetics, Yedang Entertainment	0.4		0.4
4=	4=	MPG		0.0		0.0
4=	4=	PHD		0.0		0.0
4=	4=	Starcom MediaVest		0.0		0.0
4=	4=	Initiative		0.0		0.0
4=	4=	ZenithOpti media		0.0		0.0
4=	4=	MediaCom		0.0		0.0

CREATIVE AGENCIES

TBWA maintained the top position on the back of previous wins. McCann jumped to the second place securing some government client and some sports client. Grey and Euro RSCG made up the top four.

MEDIA AGENCIES

A quiet month for Korea, all agency ranks stayed the same.

METHODOLOGY

The R3 New Business League has been compiled each of the last 91 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.

