

## Creative New Business League(Korea) – May 2010

<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>2=</b>	<b>TBWA</b>	Sanitary Ware, Artistry, Kyowon L&C	1.1		1.1
<b>2</b>	<b>1</b>	<b>McCann WorldGroup</b>	Korean Ministry of Health communications	0.9		0.9
<b>3</b>	<b>2=</b>	<b>Ogilvy</b>	Mentholatum, Daehan Steel, Citibank, Banana Republic	0.8		0.8
<b>4</b>	<b>4</b>	<b>Grey Group</b>	Allergan, Yahoo!, CGV Theatre	0.5		0.5
<b>5</b>	<b>5=</b>	<b>Leo Burnett</b>	Merrill Lynch, Chrysler	0.4		0.4
<b>6</b>	<b>5=</b>	<b>Euro RSCG</b>	Beauty Client	0.3		0.3
<b>7=</b>	<b>7=</b>	<b>BBD0</b>	Mercedes GLK, Black Yak	0.1		0.1
<b>7=</b>	<b>7=</b>	<b>DDB</b>	Korea Exchange Bank Credit Services, Zespri International	0.6	PCA Life	0.1
<b>7=</b>	<b>7=</b>	<b>JWT</b>	CHA Health Systems	0.1		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

## Media New Business Scoreboard(Korea) – May 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>Universal McCann</b>	Korean Ministry of Health communications, Burberry	0.7		0.7
<b>2</b>	<b>2</b>	<b>Carat</b>	Hyosung, Nature Republic, Daelim I&S - Web Build, Telechips	0.4		0.4
<b>3</b>	<b>3</b>	<b>OMD</b>	Henkel Home Care	0.3	Watson's	0.3
<b>4</b>	<b>4</b>	<b>ZenithOpti media</b>	Watson's	0.1		0.1
<b>5=</b>	<b>5=</b>	<b>MPG</b>		0.0		0.0
<b>5=</b>	<b>5=</b>	<b>PHD</b>		0.0		0.0
<b>5=</b>	<b>5=</b>	<b>Starcom MediaVest</b>		0.0		0.0
<b>5=</b>	<b>5=</b>	<b>Initiative</b>		0.0		0.0
<b>5=</b>	<b>5=</b>	<b>MediaCom</b>		0.0		0.0

### CREATIVE AGENCIES

TBWA moved to the top position on the back of Sanitary Ware win this month. McCann, Ogilvy and Grey 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 93 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.

