

Creative New Business League(Korea) – Nov 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	TBWA	Evezary, Hyundai Card, Hansol Education	5.9	ING	4.3
2	2	DDB	Fidelity Asset Management, HIRA	1.4		1.4
3	3	Ogilvy	UPS Asia Pacific, Daewoo securities, Nature Republic, S-oil	1.5	Astra Zeneka	1.3
4	4	Euro RSCG	LG, Wooami, 365 MC	1.2		1.2
5=	5	McCann WorldGroup	Outback Steakhouse, BMS -Baraclude, Korea Hospital, Cheil Fabric	0.9	UPS Asia Pacific	0.8
5=	6=	Grey Group	Allianz Asia Pacific, ESPN Star Sports Asia Pacific, Aladdin	0.8		0.8
7=	6=	BBDO	S-Oil TotalLubricants, Handok Pharmaceuticals	0.6	Allianz Asia Pacific	0.3
7=	8	Bates	Tony Moly	0.3		0.3
9	9=	JWT	Kelloggs Asia Pacific	0.1		0.1
10	11=	DraftFCB		0.0		0.0
11=	9=	Leo Burnett	Philippine Airlines Global	0.1	Kelloggs Asia Pacific	(0.1)
11=	11=	Saatchi and Saatchi		0.0	ESPN Star Sports Asia Pacific	(0.1)
11=	13	Lowe		0.0	Surf Asia Pacific	(0.1)

Media New Business Scoreboard(Korea) –Nov 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	5=	MPG	Hyundai Asia Pacific	1.5	Swarovski Asia Pacific	1.5
2	1	Carat	Fox, Brachetto, Zero to Seven, Daelim B&Co	1.2		1.2
3	2	PHD	HP Asia Pacific	0.5		0.5
4	3	Starcom MediaVest	Swarovski, POM Wonderful, K Hospital	0.3	Diageo	0.2
5=	8	ZenithOptimedia	Reckitt Benckiser Asia Pacific, Visang	0.6	HP (Asia Pacific)	0.1
5=	5=	MediaCom	Allianz Asia Pacific	0.1		0.1
7	4	Universal McCann	Hanul Education, Daesun distilling, Wiseberry	0.1	UPS Asia Pacific	0.0
8	5=	OMD		0.0	Allianz Asia Pacific	(0.1)

CREATIVE AGENCIES

TBWA still maintained the top position securing Evezary and Hyundai Card this month. DDB also maintained the second place on the back of previous wins. Ogilvy and Euro RSCG made up the top four.

MEDIA AGENCIES

MPG jumped to the top position on the back of Hyundai regional win. Carat also maintained the second place snapping Fox and Brachetto. PHD and Starcom made up the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 87 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.

