

Creative New Business League(Korea) –Nov 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	Gmarket, Amway, Market O, Orion Confectionery	2.3	Nivea	2.0
2=	2=	Ogilvy	TunTun English, Iriver, Audi, Korail	1.3		1.3
2=	2=	BBDO	JNJ Baby, Mercedes GLK, Black Yak	1.3		1.3
4=	4=	Leo Burnett	Davin Watech, Merrill Lynch, Chrysler	0.7		0.7
4=	4=	Publicis	Woongjin Food, SK C &C, Sony Bravia TV, Yuhan Kimberly	0.8	DongHwa Parm	0.7
4=	4=	Grey Group	Panadol, Subway, Allergan, Yahoo!, CGV Theatre	0.7		0.7
7=	7	Euro RSCG	Omega, Kumho rent-a-car, Helly Hansen	0.4		0.4
7=	9=	McCann WorldGroup	Pagoda Academy, Star Run, Columbia Dental Clinic	1.6	JNJ Baby	0.4
7=	8	JWT	Taylor Made, Shilla Mutual Saving Bank, CHA Health Systems	0.4		0.4
10	10=	DraftFCB	Nivea	0.3		0.3
11	9=	DDB	Ciba Vision, Canadian Tourism Board, Korea Exchange Bank Credit Services	0.7	PCA Life	0.1
12=	10=	Bates		0.0		0.0
12=	10=	Saatchi and Saatchi		0.0		0.0
12=	10=	Lowe		0.0		0.0

Media New Business League(Korea) –Nov 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	2	Carat	Tiffany, Lotte, Air Asia, P&G Digital	1.0		0.9
2=	1	Universal McCann	Pagoda Academy, Star Run, Columbia Dental Clinic	0.9	Tiffany	0.7
2=	3	Starcom MediaVest	Aviva, Kellogg's, Sanofi Aventis	0.7		0.7
4	4	OMD	Henkel Home Care	0.3	Watson's	0.3
5	5	ZenithOpti media	Watson's	0.1		0.1
6=	6=	MPG		0.0		0.0
6=	6=	PHD		0.0		0.0
6=	6=	Initiative		0.0		0.0
6=	6=	MediaCom		0.0		0.0

CREATIVE AGENCIES

No change in top four spots this month, only Publicis picked up Woongjin Food. Despite the loss of Nivea Asia Pacific business, TBWA maintained its position on the top of the creative agency table. Fastest mover this month was McCann, securing some confidential accounts.

MEDIA AGENCIES

Carat, winner of the R3-managed Tiffany Asia Pacific business, moved to the top of the table, while UM's Tiffany loss saw it move from first to second.

METHODOLOGY

The R3 New Business League has been compiled each of the last 99 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.

