

Creative New Business League(Korea) – November 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	JWT	KT&G	1.50		1.50
2	2	Leo Burnett	Bayer Aspirin Protect, Eland New Balance, OB Beer Imported Brands	1.12		1.12
3=	3	BBDO	ExxonMobil Asia Pacific	0.90		0.80
3=	5	Ogilvy	Philips Asia Pacific	0.90	Lenovo Asia Pacific	0.80
5	4	TBWA	Rosetta Stone	2.30	Mars Asia Pacific	0.55
6	8	Publicis	Merck OTC Brands Asia Pacific	0.22		0.22
7	9	Saatchi and Saatchi	Lenovo Asia Pacific	0.10		0.10
8	10	Euro RSCG	Bosch Brand	0.06		0.06
9=	11=	Grey Group		0.00		0.00
9=	11=	Bates		0.00		0.00
9=	11=	Lowe		0.00		0.00
12	6	McCann WorldGroup	UNICEF, Hyundai Motor, Medytox	0.17	ExxonMobil Asia Pacific	(0.03)
13	7	DDB	Henkel Syoss, Lego	0.15	Philips Asia Pacific	(0.30)
14	14	DraftFCB		0.00	SC Johnson Asia Pacific	(0.75)

Media New Business League(Korea) –November 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	ZenithOptimedia	Nestle	0.80		0.80
2	3	Carat	Philips Asia Pacific	0.44		0.44
3=	2	OMD	Sony Asia Pacific, Levi's Asia Pacific	0.40	ExxonMobil Asia Pacific	0.20
3=	4	PHD	Sony Ericsson Asia Pacific	0.20		0.20
5	9	Universal McCann	ExxonMobil Asia Pacific	0.75	SC Johnson Asia Pacific	0.15
6	7=	MediaCom	Revlon Asia Pacific	0.13		0.13
7	5	Starcom MediaVest	Tourism NewZealand	0.16		0.11
8	6	MPG	Bosch Asia Pacific, Escada Asia Pacific	0.07		0.07
9	7=	Initiative		0.00	Revlon Asia Pacific	(0.05)

CREATIVE AGENCIES

JWT and Leo Burnett kept on top two spot. BBDO won ExxonMobil, and shared third place with Ogilvy, who secured Philips Asia Pacific new business.

MEDIA AGENCIES

ZenithOptimedia maintained on top spot on the back of previous wins. Carat moved up to second with Philips Asia Pacific new business. OMD and PHD made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 111 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.

