

## Creative New Business League(Korea) – October 2011

<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>1</b>	<b>JWT</b>	KT&G	1.50		1.50
<b>2</b>	<b>2</b>	<b>Leo Burnett</b>	Bayer Aspirin Protect, Eland New Balance, OB Beer Imported Brands	1.12		1.12
<b>3</b>	<b>3</b>	<b>BBDO</b>	SC Johnson Asia Pacific, Blackberry Asia Pacific, Baskin Robbins	0.70		0.60
<b>4</b>	<b>4</b>	<b>TBWA</b>	Hyundai Heavy Industries, KyungDong Navien, Woongjin Coway	2.10	Artistry	0.50
<b>5</b>	<b>5</b>	<b>Ogilvy</b>	Prudential Life, Atopalm, SC Johnson Asia Pacific	0.50	Lenovo Asia Pacific	0.40
<b>6</b>	<b>6</b>	<b>McCann WorldGroup</b>	UNICEF, Hyundai Motor, Medytox	0.17		0.17
<b>7</b>	<b>7</b>	<b>DDB</b>	Henkel Syoss, Lego	0.15		0.15
<b>8</b>	<b>8</b>	<b>Publicis</b>	LG Digital Asia Pacific	0.12		0.12
<b>9</b>	<b>9</b>	<b>Saatchi and Saatchi</b>	Lenovo Asia Pacific	0.10		0.10
<b>10</b>	<b>10</b>	<b>Euro RSCG</b>	Bosch Brand	0.06		0.06
<b>11=</b>	<b>11=</b>	<b>Grey Group</b>		0.00		0.00
<b>11=</b>	<b>11=</b>	<b>Bates</b>		0.00		0.00
<b>11=</b>	<b>11=</b>	<b>Lowe</b>		0.00		0.00
<b>14</b>	<b>14</b>	<b>DraftFCB</b>		0.00	SC Johnson Asia Pacific	<b>(0.75)</b>

## Media New Business League(Korea) –October 2011

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>ZenithOpti media</b>	Nestle	0.80		0.80
<b>2</b>	<b>2</b>	<b>OMD</b>	Sony Asia Pacific, Levi's Asia Pacific	0.40		0.40
<b>3</b>	<b>3</b>	<b>Carat</b>	Samsung Digital, P&G Brands, Quritel Digital	0.32		0.32
<b>4</b>	<b>5</b>	<b>PHD</b>	SC Johnson Asia Pacific	0.15		0.15
<b>5</b>	<b>4</b>	<b>Starcom MediaVest</b>	Tourism NewZealand	0.16		0.11
<b>6</b>	<b>6</b>	<b>MPG</b>	Bosch Asia Pacific, Escada Asia Pacific	0.07		0.07
<b>7=</b>	<b>7=</b>	<b>Initiative</b>		0.00		0.00
<b>7=</b>	<b>7=</b>	<b>MediaCom</b>		0.00		0.00
<b>9</b>	<b>9</b>	<b>Universal McCann</b>	Columbia Dental, CJ Media, Merz, ID Hospital	0.52	SC Johnson Asia Pacific	<b>(0.08)</b>

### CREATIVE AGENCIES

It was a quiet month for multinational creative agency, no new business changed.

### MEDIA AGENCIES

It was a quiet month for multinational media agency league, only ZenithOptimedia won some confidential clients.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 110 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.

