

Creative New Business League(Korea) – Jun 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	TBWA	F&CO Banila, The Red Face, Cesco	3.31	Kyowon L&C	2.95
2	2	Ogilvy	Handok, Qualcomm Project, Samsung SDS Project	2.31		2.31
3	3	Grey Group	Diageo Project, Dell Projects, Invida Kinerase and Dermatix	1.76		1.76
4	4	McCann WorldGroup	Walt Disney Company Korea, Allergan Juvederm, Mundipharma Norspan	1.57	ID Hospital	1.27
5	5	Leo Burnett	Merz Asia Pacific Project, E-land Group New Balance	1.21		1.21
6	6	DDB	Philips Project, Sung Chang Lieu, Mango	0.75	Philips Asia Pacific	0.35
7	7	Euro RSCG		0.01		0.01
8=	8=	BBDO		0.00		0.00
8=	8=	Publicis		0.00		0.00
8=	8=	Saatchi and Saatchi		0.00		0.00
8=	8=	Bates		0.00		0.00
8=	8=	Lowe		0.00		0.00
8=	8=	DraftFCB		0.00		0.00
14	14	JWT	AIA	0.25	Maeil Dairy	(0.96)

Media New Business League(Korea) –Jun 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	Standard Chartered, Hanwha-solarone Digital project, Oxy Reckitt Benckiser Digital project	4.35	Starkey Korea	4.34
2	2	Dentsu Media	Nexon, Mando Meister, Starkey Korea	1.21		1.21
3	3	Universal McCann	C U Media Project, ETLAND, ThinkWare	0.52		0.52
4	4	Starcom MediaVest	Woori Aviva, MSD Contraception	0.17		0.17
5	5	PHD	VMware	0.13		0.13
6=	6=	ZenithOpti media		0.00		0.00
6=	6=	OMD		0.00		0.00
6=	6=	MediaCom		0.00		0.00
6=	6=	MPG		0.00		0.00

METHODOLOGY

The R3 New Business League has been compiled each of the last 118 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.

