

Creative New Business League(Korea) – May 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	The Red Face, Cesco, ID Hospital	3.05	Kyowon L&C	2.69
2	4	Ogilvy	KEB Card, Alcon Korea Project, CPA Global Project	2.22		2.22
3	2	Grey Group	Diageo Project, Dell Projects, Invida Kinerase and Dermatrix	1.76		1.76
4	5	McCann WorldGroup	Walt Disney Company Korea, Allergan Juvederm, Mundipharma Norspan	1.57	ID Hospital	1.27
5	3	Leo Burnett	E-land Group New Balance	1.17		1.17
6	13	DDB	Sung Chang Lieu, Mango, Hira	0.45	Philips Asia Pacific	0.05
7	6	Euro RSCG		0.01		0.01
8=	7=	BBDO		0.00		0.00
8=	7=	Publicis		0.00		0.00
8=	7=	Saatchi and Saatchi		0.00		0.00
8=	7=	Bates		0.00		0.00
8=	7=	Lowe		0.00		0.00
8=	7=	DraftFCB		0.00		0.00
14	14	JWT	AIA	0.25	Maeil Dairy	(0.96)

Media New Business League(Korea) –May 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	General Motors, Woori Financial Group, Nonghyup Digital	4.25		4.25
2	2	Dentsu Media	Jogye Order of Korean Buddhism, Thermos, Our Home Project	0.81		0.81
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 117 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.

