

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Apr 2016

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	Cheil	FMCG Client	1.35		1.35	3
2	2	TBWA	Ooredoo Myanmar, CP Allianze, L'Oreal Paris (Digital)	1.18		1.18	6
3	3	Ogilvy	Thailand Board of Investment, CPRAM Project, Yum Brands-KFC	1.02		1.02	10
4	4	J Walter Thompson	KBM Goodwill Project, UNIF, Kwanpen Project, Line Project	0.71		0.71	5
5	9=	DDB	Aquafina Project, Bank of Thailand Project, Mitr Phol Sugar Project	0.41		0.41	4
6	9=	Saatchi & Saatchi	Mondelez (Gum and Candy), Dentiste (Toothpaste) Project	0.32		0.32	2
7	9=	Y&R	Thai Jitan	0.30		0.30	1
8	5	Leo Burnett	Generali Insurance Project, Smooth E Project	0.26		0.26	5
9=	6	Isobar	Cosmetics Client	0.15		0.15	4
9=	7	Dentsu	Car Brand Project	0.15		0.15	3
11	8	McCann WorldGroup	SCB Digital Project, Darlie Project, Pravit Group Project	0.12		0.12	6
12=	9=	BBDO		0.00		0.00	0
12=	9=	Mullen Lowe		0.00		0.00	0
12=	9=	Grey Group		0.00		0.00	0
12=	9=	Publicis		0.00		0.00	0
12=	9=	M&C Saatchi		0.00		0.00	0
12=	9=	Havas Worldwide		0.00		0.00	0
12=	9=	FCB		0.00		0.00	0
						6.0	49

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Apr 2016

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	16	Initiative	Suntory Cerebos, Jaymart Project	1.95	DKSH	1.92	2
2	8=	Vizeum	Reckitt Benckiser, Sherwood Chemicals Public	1.06		1.06	3
3	1	Starcom	MG Car, Revlon, EGAT	0.90		0.90	3
4	8=	Carat	K.T. Restaurant, JDE, Thai Dairy	0.67		0.67	9
5	2	OMD	Sony Pictures, Me Ideas 108	0.45	Oil Client	0.37	2
6	3	Mindshare	Chubb, North Sathorn Reality, Lertrattakarn	0.35		0.35	3
7-	4	Dentsu Media	FMCG Client	0.33		0.33	6
7-	7	MediaCom	Sony Electronics, Sony Mobile, Mandom	0.33		0.33	3
9	5	MEC	Tipco, Grabtaxi, Penguin, Majjigie, Rojukiss	0.31	Sony Electronics	0.22	5
10	6	PHD	High Shopping	0.15		0.15	1
11	13	Zenith	Karmart, Siam Health Group	0.20	Pharma Client	0.12	2
12-	8=	BPN		0.00		0.00	0
12-	8=	MPG		0.00		0.00	0
14	8=	Havas Media	All Inspire Development Project	0.04	JDE	-0.17	2
15	15	Universal McCann		0.00	Sony Pictures	-0.30	0
16	14	Maxus		0.00	MG Car	-0.38	0
						5.6	41

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by 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.