



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Apr 2017

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	2	J Walter Thompson	AIS Project	1.60		1.60	10
2	1	Ogilvy	AP Property Project, Digital Ventures, Thailand Board of Investment	0.99		0.99	16
3	9=	Dentsu	Car Client	0.43	Bridgestone Project	0.38	7
4	4	Leo Burnett	Bridgestone Project, Berman Toothbrush	0.21		0.21	6
5	3	Saatchi & Saatchi	Betadine Project, FWD Project	0.18		0.18	2
6	5	McCann WorldGroup	SCG Tiger - Digital, Exeltis - Harrison Project, Pruksa Project	0.12		0.12	5
7	6	The Hoffman Agency	THAIFEX-World of Food Asia 2017	0.10	Siam Kubota	0.10	1
8	7	Publicis	Coca-Cola Project, Krungthai AXA Project	0.06		0.06	2
9	8	Isobar	Service Client	0.03		0.03	1
10=	9=	BBDO		0.00		0.00	0
10=	9=	Cheil		0.00		0.00	0
10=	9=	DDB		0.00		0.00	0
10=	9=	FCB		0.00		0.00	0
10=	9=	Grey Group		0.00		0.00	0
10=	9=	Havas Worldwide		0.00		0.00	0
10=	9=	M&C Saatchi		0.00		0.00	0
10=	9=	MullenLowe Group		0.00		0.00	0
10=	9=	TBWA		0.00		0.00	0
10=	9=	Y&R		0.00	Siam Kubota	-0.05	0
						3.6	50

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Apr 2017

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	4	Vizeum	Reckitt Benckiser, Easy Buy, Krung Thai Bank, T-Moment	1.81		1.81	5
2	1	Carat	Standard Chartered Bank, Ministry of Labour Project, Be Med	0.99	Scotch Industrial	0.79	7
3	2	MEC	Mitsubishi Air, Manori	0.58		0.58	5
4	8	OMD	Royal Enfield Project, Major Development, GoBike Asia	0.48		0.48	6
5	7	Dentsu Media	FMCG Client	0.65	Scotch Industrial	0.45	12
6	10=	Starcom	Bangkok Life Assurance, Alliance Ayudhya Insurance, Thailand Post Project	0.40		0.40	3
7	3	PHD	Scotch Industrial, HP(digital)	0.45	Standard Chartered Bank	0.35	3
8	6	Universal McCann	Honda Scoopy-I, Phranakorn Film	0.20		0.20	5
9	5	MediaCom	SC Asset Corporation Plc.	0.15		0.15	2
10	10=	Zenith	FWD, Chame Project, Dentiste Project	0.14		0.14	3
11	9	Initiative	Chevron Project, Jim Thompson Project	0.15	DKSH / Levi's	0.11	7
12	10=	MediaVest Spark		0.00		0.00	0
13	15	Maxus		0.00	Berli Jucker (Cellox/Zilk/Belle/Maxmo) Planning;	-0.10	0
14	10=	Havas Media		0.00	IT Client	-0.11	0
15	14	Mindshare		0.00	Cera C-Cure	-0.15	0
						5.1	58

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.