



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Aug 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	1	J Walter Thompson	Nokia, AIS Project	2.28		2.28	14
2	2	Ogilvy	Siam Commercial Bank, Uber Thailand Project, Go Bike	1.23		1.23	22
3	3	BBDO	The Tourism Authority of Thailand	1.00		1.00	1
4	4	Dentsu	Car Client	0.51	Bridgestone Project	0.45	9
5	6	Leo Burnett	Bridgestone Project, Berman Toothbrush	0.39		0.39	10
6	5	McCann WorldGroup	Electrolux Harrison, Formica Project,	0.34		0.34	11
7	7	Saatchi & Saatchi	Betadine Project, FWD Project	0.18		0.18	2
8	8	The Hoffman Agency	THAIFEX-World of Food Asia 2017	0.10		0.10	1
9	9	Isobar	Canon	0.06		0.06	2
10	10	Publicis	Coca-Cola Project, Krungthai AXA Project	0.06		0.06	3
11-	11=	Cheil		0.00		0.00	0
11-	11=	DDB		0.00		0.00	0
11-	11=	FCB		0.00		0.00	0
11-	11=	Grey Group		0.00		0.00	0
11-	11=	Havas Worldwide		0.00		0.00	0
11-	11=	M&C Saatchi		0.00		0.00	0
11-	11=	MullenLowe Group		0.00		0.00	0
11-	11=	TBWA		0.00		0.00	0
11-	11=	Y&R		0.00	Siam Kubota	-0.05	0
						6.0	75

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Aug 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	1	Vizeum	Life Energy Replacement Drink, EGAT project, Original Source & Sanctuary Spa	2.91		2.91	14
2	2	dentsu X	FMCG Client	1.79	Honda Motorcycle	1.51	24
3	3	Carat	Mono Film Project, Major Development, MWA Project	1.61	Dumex Project	1.35	16
4	4	MediaCom	Uniqlo Project, Pataya Food Industries, PSA Group, Thai Health	1.00		1.00	7
5	5	Wavemaker	Kimberly-Clark Corporation, Honda Motorcycle, HERO Garbage Bag	1.21	Major Development	0.73	10
6	7	PHD	Pornkasem Clinic, Khao Chong Coffee Project, Scotch Industrial	0.59	Standard Chartered Bank	0.49	6
7	6	Starcom	Kraft Heinz, Rinchokechai Berman Toothbrush, Bangkok Life Assurance	0.84	Electricity Authority of Thailand (digital)	0.40	5
8	8	Universal McCann	ELE Cream Mask Thailand Project, Chula Hospital Project,	0.26		0.26	8
9	9=	OMD	Union Pay, Dumex Project	0.58	Kraft Heinz	0.23	8
10	9=	Initiative	T.C. Pharmaceutical Project, General Beverage Project, Raknarock Project	0.27	DKSH / Levi's	0.17	14
11	11	Zenith	FWD(Digital) Project, Chame Project, Dentiste Project, Coway Project	0.16		0.16	4
12	12	Spark Foundry		0.00		0.00	0
13	13	Havas Media	Emirates, Michelin	0.08	IT Client	-0.03	2
14	14	Mindshare	Electrolux SEA	0.43	Pornkasem Clinic	-0.29	4
						8.9	122

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.