

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Aug 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	Ogilvy	Thai Commercial Banking Association Project, Dhipaya Life Assurance Project	4.11		4.11	39
2	2	Cheil	FMCG Client	1.35		1.35	3
3	3	TBWA	AIS Corporate Project, Rinbee Project, Blend 285 Project	1.32		1.32	10
4	4	J Walter Thompson	KBM Goodwill Project, UNIF, Kwanpen Project, Line Project	0.74		0.74	6
5	5	McCann WorldGroup	Maybelline Digital Project, 3M Project	0.70		0.70	13
6	6	Saatchi & Saatchi	GSK, Mondelez (Gum and Candy), KBANK Insurance Project, DTAC Project	0.67		0.67	5
7	7	Dentsu	Samsung Galaxy, TCEP Project, SACICT Project	0.54		0.54	10
8	8	DDB	Aquafina Project, Bank of Thailand Project, Mitr Phol Sugar Project	0.41		0.41	4
9	9	Grey Group	GSK	0.40		0.40	1
10	10	Leo Burnett	Generali Insurance Project, Smooth E Project, Harng Central Department Store Project	0.31		0.31	6
11	11	Y&R	Thai Jitan	0.30		0.30	1
12	12	Isobar	Cosmetics Client	0.16		0.16	5
13	13	Publicis	Sanofi Project	0.05		0.05	1
14=	14=	BBDO		0.00		0.00	0
14=	14=	Mullen Lowe		0.00		0.00	0
14=	14=	M&C Saatchi		0.00		0.00	0
14=	14=	Havas Worldwide		0.00		0.00	0
14=	14=	FCB		0.00		0.00	0
						11.0	104

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Aug 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	Mindshare	Aroi D, Klinique Beauty Clinic, Srichand Powder	4.35		4.35	23
2	2	Initiative	Suntory Cerebos, Tipco Foods Project, Boon Rawd Trading Project,	2.10	DKSH Thailand (LEGO)	2.07	9
3	3	Starcom	King Power Duty Free, MG Car, Revlon, EGAT, Lifestar	1.67		1.65	5
4	5	Carat	Triple T Internet, Ministry of Energy	1.54		1.54	23
5	4	Vizeum	Reckitt Benckiser, Sherwood Chemicals Public, Easy Buy	1.45		1.45	11
6	10	MediaCom	Mandom, Thailand Post, Dhospaak, Greenery Park Mall	1.13		1.13	6
7	6	PHD	High Shopping, Show DC Corp, Singha Sanko, Boonrawd Trading	0.75		0.75	5
8	7	Dentsu Media	FMCG Client	0.73		0.73	13
9	8	OMD	Sony Pictures, Obtainment, Apex Media	0.77	Oil Client	0.58	5
10	9	MEC	Svenson Hair Care, Fuji Xerox, Dakgalbi, Nok Scoot(Digital), Plan B	0.62	Sony Electronics	0.41	11
11	11	Zenith	Karmart, Nova, Siam Health Group, Kbank Life Insurance Project	0.30	Pharma Client	0.23	6
12	12	Havas Media	Ocean Skin, All Inspire Development Project	0.10	JDE	-0.10	5
13	13	Universal McCann	Tourism Australia, Pravit Group, Mundipharma Project	0.14	Sony Pictures	-0.26	5
14	14	Maxus		0.00	MG Car	-0.52	0
						14.0	127

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.