



## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Dec 2015

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	BBDO	Pomelo Fashion Project, Honda Civic Thailand, Red Bull Project	3.60		3.57	12
2	3	Leo Burnett	DTAC, BUPA Insurance Project, Singha Beer Project	3.54		3.50	14
3	2	Ogilvy	Latex System Project, Central Retail Project, Kingfisher Holdings Project	3.34	Dumex	2.72	28
4	4	Y&R	Est Cola, Fisho, Sene Development, Dumex, Fisho Fish Snack	1.80	Bacardi Breezer	1.50	6
5	5	Mullen Lowe	Dutchmill, Khmer Brewery Project, Dhak Gualbi Project	1.59	Finance Client	1.29	11
6	7	Dentsu	Samsung Project, True Vision Project, Toyota Project, Honda Project	1.16		1.16	31
7	9	McCann WorldGroup	L'Oreal, Maybelline, Bangkok Airways, Nespresso Project	1.37	True Vision Project	1.13	40
8	6	J Walter Thompson	Megabagna, AIS, Vespa, Ichitan Project, Muang Thai Insurance Project	1.46	SC Asset	1.13	8
9	8	TBWA	Siamese Asset Project, Naver Corp Project	0.97		0.97	7
10	10	Grey Group	Muangthai Insurance Project	0.45		0.45	3
11	11	DDB	Huawei Project, The Street Ratchada Project	0.67	Jele	0.37	4
12	12	Publicis	Magnolia, Nestle Cerevita, L'Oreal (Digital), Grab Car Project	0.34		0.34	11
13	13	Saatchi & Saatchi	Garena Gaming project, Show DC Project	0.20		0.20	2
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
						18.3	177

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Dec 2015

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	Carat	Union Pan Exhibition, Jacob Douwe Egbert, Thai Smile Airways (OOH)	4.0		3.96	31
2	2	Mindshare	Unilever, Home Pro, Svenson, Snail White, Levi's	3.7		3.53	7
3	3	Starcom MediaVest	Coca-Cola, Huatai Electronic Fan, Inbisco, Siriraj Hospital	3.9	FMCG Client	3.49	7
4	5	Vizeum	Krung Thai Bank, Sino-Pacific, Prego, Scholl, Bon O Bon	2.2		2.18	16
5	10	Universal McCann	Mobile Sure, Red Bull Beverages_G2, Thai Jintan _Nude	1.9		1.87	11
6	6	PHD	Champ Media, Unilever(Search), Central Group, Brightstar	1.8	Ikea	1.63	9
7	7	Dentsu Media	The Crown Property Bureau, Sappe, PrudentialCanon Project	1.4		1.41	12
8	9	MediaCom	General Mills, Royal Canin, Tune Insurance, F&N United	1.3		1.21	8
9	8	MEC	Tipco, Traveloka, Mercedes-Benz Projects, GoBear, Namyang	1.5		1.16	15
10	4	OMD	Thai Yamaha, Jotun, Creative Spike, Cera C-Cure	2.6	Berli Jucker(Planning)	0.73	15
11	11	ZenithOptimedia	Karmart, Scoot(SEM), imobile	0.1		0.13	5
12	12	BPN	Samsung Life Insurance	0.0		0.02	1
13	13	MPG		0.0		0.00	0
14	14	Havas Media		0.0	Jacob Douwe Egbert	-0.17	0
15	15	Maxus		0.0	Huawei	-0.61	0
16	16	Initiative	DKSH, Red Bull Beverages_G2, Thai Jintan _Nude	0.3	Coca-Cola	-2.55	17
						18.0	154

### METHODOLOGY

The R3 New Business League has been compiled each of the last 160 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.

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