

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Dec 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	MBK Goodwill Project, Ngern Tid Lor, Digital Ventures	4.68		4.68	52
2	2	TBWA	Ovaltine Project, Golden Mountain Seasoning Project, AIS Corporate Project	2.07		2.07	14
3	3	J Walter Thompson	Nestle, Heineken, Wranger Project, KBM Goodwill Project, UNIF	1.68		1.68	11
4	4	Cheil	FMCG Client	1.35		1.35	3
5	5	Saatchi & Saatchi	GSK, KBANK Insurance Project, DTAC Project, Vivo Project	0.93		0.93	6
6	6	McCann WorldGroup	British Council, Amway Project, SCB Bancassurance	0.77		0.77	16
7	7	Dentsu	Samsung Galaxy, TCEP Project, SACICT Project	0.66		0.66	13
8	8	Grey Group	GSK, Kbank, P&G Project	0.49		0.49	3
9	9	DDB	Aquafina Project, Bank of Thailand Project, Mitr Phol Sugar Project	0.41		0.41	4
10	10	Leo Burnett	Generali Insurance Project, Smooth E Project, Harng Central Department Store Project	0.33		0.33	7
11	11	Y&R	Thai Jitan	0.30		0.30	1
12	12	Isobar	Cosmetics Client	0.19		0.19	7
13	13	Publicis	Sanofi Project, Exeltis Project	0.13		0.13	2
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
						14.0	139

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Dec 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	Sino Pacific, Greater Pharma(Buying), Lucky Me!(Buying)	3.68		3.49	28
2	5	Starcom	Mars (Media Buying), Merck, King Power Duty Free, MG Car	3.35		3.33	7
3	2	Vizeum	Sino-Pacific (ProFresh), BAOJI Project, Arnott's, Ready Mix	2.16		2.16	18
4	3	Initiative	Lee Jeans, Taiwan Tourism Bureau Project, Huawei Project	2.15	DKSH Thailand (LEGO)	2.12	18
5	6	Dentsu Media	FMCG Client	1.52		1.50	39
6	8	PHD	Scotch, SAP, ExxonMobile Project, High Shopping, Show DC Corp	1.45		1.45	12
7	4	Carat	DreamWorld, Triple T Internet, Ministry of Energy, Watsons(Search)	1.70	Expedia	1.30	26
8	7	MediaCom	Thai Health, Mandom, Thailand Post, Dhospaak, Greenery Park Mall	1.18		1.18	7
9	9	OMD	Cera C-Cure, Estee Lauder(Digital), Sony Pictures, Obtainment, Apex Media	0.98	Oil Client	0.89	8
10	11	MEC	Tipco Foods Product, Ichitan Group Project, Mitsubishi Air	0.95	Sony Electronics	0.73	15
11	10	Zenith	21st Century Fox, Karmart, Nova, Siam Health Group	0.55	Pharma Client	0.43	7
12	-	MediaVest Spark	Expedia	0.40		0.40	1
13	12	Havas Media	Ocean Skin, All Inspire Development Project	0.10	JDE	-0.10	5
14	13	Universal McCann	Tourism Australia, Pravit Group, Mundipharma Project, FitBit	0.06	Sony Pictures	-0.34	6
15	14	Maxus		0.00	MG Car	-0.52	0
						18.0	197

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.