



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Feb 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	2=	TBWA	Ooredoo Myanmar, CP Allianza, L'Oreal Paris (Digital)	1.35		1.35	3
2	1	Cheil	FMCG Client	0.75		0.75	1
3	2	Ogilvy	Thailand Board of Investment, Chemical Public Company Brands, Yum Brands-KFC	0.57		0.57	7
4	2=	J Walter Thompson	UNIF, Kwanpen Project, Line Project	0.28		0.28	3
5-	3	Isobar	Cosmetics Client	0.09		0.09	2
5-	2=	Dentsu	Car Brand Project	0.09		0.09	1
7	2=	McCann WorldGroup	SCB Digital Project	0.01		0.01	1
8-	2=	BBDO		0.00		0.00	0
8-	2=	Leo Burnett		0.00		0.00	0
8-	2=	Y&R		0.00		0.00	0
8-	2=	Mullen Lowe		0.00		0.00	0
8-	2=	Grey Group		0.00		0.00	0
8-	2=	DDB		0.00		0.00	0
8-	2=	Publicis		0.00		0.00	0
8-	2=	Saatchi & Saatchi		0.00		0.00	0
8-	2=	M&C Saatchi		0.00		0.00	0
8-	2=	Havas Worldwide		0.00		0.00	0
8-	2=	FCB		0.00		0.00	0
						3.1	18

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Feb 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	Starcom	Coca-cola, MG Car	1.7		1.65	2
2	2	OMD	Sony Pictures, Me Ideas 108	0.5		0.37	2
3	3	MEC	Tipco, Grabtaxi, Penguin, Majigue, Rojukiss	0.3		0.31	5
4	4=	PHD	High Shopping	0.2		0.15	1
5	4=	Dentsu Media	FMCG Client	0.1		0.12	2
6-	4=	Carat		0.0		0.00	0
6-	4=	Mindshare		0.0		0.00	0
6-	4=	Vizeum		0.0		0.00	0
6-	4=	MediaCom		0.0		0.00	0
6-	4=	Zenith		0.0		0.00	0
6-	4=	BPN		0.0		0.00	0
6-	4=	MPG		0.0		0.00	0
6-	4=	Havas Media		0.0		0.00	0
6-	4=	Maxus		0.0		0.00	0
15	15	Universal McCann		0.0	Sony Pictures	-0.30	0
16	16	Initiative		0.0	Coca-cola	-1.50	0
						0.8	12

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.