



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Feb 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	Ogilvy	Digital Ventures, Thailand Board of Investment	0.91		0.91	14
2	2	J Walter Thompson	AIS Project	0.75		0.75	6
3	3	Saatchi & Saatchi	Betadine Project, FWD Project	0.18		0.18	2
4	6=	Leo Burnett	Bangkok Life Assurance, Siam Kubota, Max Future (Singha Estate)	0.14		0.14	4
5	4	McCann WorldGroup	SCG Tiger - Digital, Exeltis - Harrison Project, Thai Stainless Steel (Seagull) Project	0.11		0.11	3
6	6=	Publicis	Coca-Cola Project	0.04		0.04	1
7	5	Isobar	Service Client	0.03		0.03	1
8-	6=	BBDO		0.00		0.00	0
8-	6=	Cheil		0.00		0.00	0
8-	6=	DDB		0.00		0.00	0
8-	6=	Dentsu		0.00		0.00	0
8-	6=	FCB		0.00		0.00	0
8-	6=	Grey Group		0.00		0.00	0
8-	6=	Havas Worldwide		0.00		0.00	0
8-	6=	M&C Saatchi		0.00		0.00	0
8-	6=	Mullen Lowe		0.00		0.00	0
8-	6=	TBWA		0.00		0.00	0
8-	6=	Y&R	Siam Kubota	0.00		-0.05	0
						2.1	31

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Feb 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	MEC	DTAC (new brand), Zee Nung, Electrolux SEM	0.51		0.51	3
2	6=	PHD	Scotch Industrial, HP(digital)	0.45	Standard Chartered Bank	0.35	3
3	3	Carat	Standard Chartered Bank, Ministry of Labour (Planning), Uniqlo (Planning)	0.53	Scotch Industrial	0.33	5
4	6=	Vizeum	Krung Thai Bank	0.28		0.28	2
5	6=	MediaCom	SC Asset Corporation Plc.	0.15		0.15	2
6	2	Dentsu Media	FMCG Client	0.33	Scotch Industrial	0.13	6
7	6=	OMD	DKSH / Levi's	0.09		0.09	2
8	5	Universal McCann	Honda Scoopy-I, Phranakorn Film	0.06		0.06	3
9	4	Initiative	Central Credit Card (New Card) Project, AP Honda Project, A&W Project	0.06	DKSH / Levi's	0.02	3
10=	6=	Havas Media		0.00		0.00	0
10=	6=	MediaVest Spark		0.00		0.00	0
10=	6=	Starcom		0.00		0.00	0
10=	6=	Zenith		0.00		0.00	0
14	6=	Mindshare		0.00	Cera C-Cure	-0.05	0
15	14	Maxus		0.00	Berli Jucker (Cellox/Zilk/Belle/Maxmo) Planning;	-0.10	0
						1.8	29

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.