



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Jan 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	-	Cheil	FMCG Client	0.75		0.75	1
2	3	Ogilvy	Thailand Board of Investment, Srisawad Power 1979 Public Company	0.37		0.37	3
3	-	Isobar	Cosmetics Client	0.09		0.09	2
2-	1	BBDO		0.00		0.00	0
2-	2	Leo Burnett		0.00		0.00	0
2-	4	Y&R		0.00		0.00	0
2-	5	Mullen Lowe		0.00		0.00	0
2-	6	Dentsu		0.00		0.00	0
2-	7	McCann WorldGroup		0.00		0.00	0
2-	8	J Walter Thompson		0.00		0.00	0
2-	9	TBWA		0.00		0.00	0
2-	10	Grey Group		0.00		0.00	0
2-	11	DDB		0.00		0.00	0
2-	12	Publicis		0.00		0.00	0
2-	13	Saatchi & Saatchi		0.00		0.00	0
2-	14=	M&C Saatchi		0.00		0.00	0
2-	14=	Havas Worldwide		0.00		0.00	0
2-	14=	FCB		0.00		0.00	0
						1.2	6

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Jan 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	3	Starcom MediaVest	Coca-cola, MG Car	1.7		1.65	2
2	10	OMD	Sony Pictures	0.3		0.30	1
3	9	MEC	Tipco, Grabtaxi	0.2		0.15	2
4	1	Carat		0.0		0.00	0
5	2	Mindshare		0.0		0.00	0
6	4	Vizeum		0.0		0.00	0
7	6	PHD		0.0		0.00	0
8	7	Dentsu Media		0.0		0.00	0
9	8	MediaCom		0.0		0.00	0
10	11	ZenithOptimedia		0.0		0.00	0
11	12	BPN		0.0		0.00	0
12	13	MPG		0.0		0.00	0
13	14	Havas Media		0.0		0.00	0
14	15	Maxus		0.0		0.00	0
15	5	Universal McCann		0.0	Sony Pictures	-0.30	0
16	16	Initiative		0.0	Coca-cola	-1.50	0
						0.3	5

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.