



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Jan 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	-	Ogilvy	Digital Ventures, Thailand Board of Investment	0.73		0.73	10
2	-	J Walter Thompson	Finance Client	0.23		0.23	2
3	-	Saatchi & Saatchi	Betadine Project, FWD Project	0.18		0.18	2
4	-	McCann WorldGroup	SCG Tiger - Digital, Exeltis - Harrison Project, Thai Stainless Steel (Seagull) Project	0.11		0.11	3
5	-	Isobar	Service Client	0.03		0.03	1
6-	-	Publicis		0.00		0.00	0
6-	-	TBWA		0.00		0.00	0
6-	-	Cheil		0.00		0.00	0
6-	-	Dentsu		0.00		0.00	0
6-	-	Grey Group		0.00		0.00	0
6-	-	DDB		0.00		0.00	0
6-	-	Leo Burnett		0.00		0.00	0
6-	-	Y&R		0.00		0.00	0
6-	-	BBDO		0.00		0.00	0
6-	-	Mullen Lowe		0.00		0.00	0
6-	-	M&C Saatchi		0.00		0.00	0
6-	-	Havas Worldwide		0.00		0.00	0
6-	-	FCB		0.00		0.00	0
						1.3	18



## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Jan 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	-	MEC	DTAC (new brand)	0.45		0.45	1
2	-	Dentsu Media	FMCG Client	0.29		0.29	3
3	-	Carat	Standard Chartered Bank	0.10		0.10	1
4	-	Initiative	Central Credit Card (New Card) Project, AP Honda Project, A&W Project	0.06		0.06	3
5	-	Universal McCann	Honda Scoopy-I	0.04		0.04	1
6-	-	Mindshare		0.00		0.00	0
6-	-	Starcom		0.00		0.00	0
6-	-	Vizeum		0.00		0.00	0
6-	-	MediaCom		0.00		0.00	0
6-	-	OMD		0.00		0.00	0
6-	-	Zenith		0.00		0.00	0
6-	-	MediaVest Spark		0.00		0.00	0
6-	-	Havas Media		0.00		0.00	0
6-	-	Maxus		0.00		0.00	0
15	-	PHD		0.00	Standard Chartered Bank	-0.10	0
						0.8	9

### 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](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.