



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / July 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	J Walter Thompson	Nokia, AIS Project	2.40		2.40	15
2	2	Ogilvy	Siam Commercial Bank, Uber Thailand Project, Go Bike	1.16		1.16	21
3	10=	BBDO	The Tourism Authority of Thailand	1.00		1.00	1
4	3	Dentsu	Car Client	0.51	Bridgestone Project	0.45	9
5	4	McCann WorldGroup	Electrolux Harrison, Formica Project,	0.31		0.31	9
6	5	Leo Burnett	Bridgestone Project, Berman Toothbrush	0.22		0.22	7
7	6	Saatchi & Saatchi	Betadine Project, FWD Project	0.18		0.18	2
8	7	The Hoffman Agency	THAIFEX-World of Food Asia 2017	0.10	Siam Kubota	0.10	1
9	8=	Isobar	Canon	0.06		0.06	2
10	8=	Publicis	Coca-Cola Project, Krungthai AXA Project	0.06		0.06	2
11-	10=	Cheil		0.00		0.00	0
11-	10=	DDB		0.00		0.00	0
11-	10=	FCB		0.00		0.00	0
11-	10=	Grey Group		0.00		0.00	0
11-	10=	Havas Worldwide		0.00		0.00	0
11-	10=	M&C Saatchi		0.00		0.00	0
11-	10=	MullenLowe Group		0.00		0.00	0
11-	10=	TBWA		0.00		0.00	0
11-	10=	Y&R		0.00	Siam Kubota	-0.05	0
						5.9	69

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / July 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	Vizeum	Huawei, Reckitt Benckiser, Easy Buy, Krung Thai Bank, T-Moment	2.62		2.62	10
2	5	dentsu X	FMCG Client	1.53	Honda Motorcycle	1.26	19
3	2	Carat	Dory, Electricity Authority of Thailand (digital)	1.46	Uniqlo	1.15	12
4	3	MediaCom	Uniqlo, Pataya Food Industries, PSA Group, Thai Health	0.80		0.80	6
5	10	MEC	Kimberly-Clark Corporation, Honda Motorcycle, HERO Garbage Bag	1.21	Krung Thai Bank	0.78	10
6	7	Starcom	Kraft Heinz, Rinchokechai Berman Toothbrush, Bangkok Life Assurance	0.84	Electricity Authority of Thailand (digital)	0.70	5
7	6	PHD	Khao Chong Coffee Project, Scotch Industrial, HP(digital)	0.58	Standard Chartered Bank	0.48	5
8	8	Universal McCann	ELE Cream Mask Thailand Project, Chula Hospital Project,	0.24		0.24	7
9-	4	OMD	Union Pay, Dumex Project	0.58	Kraft Heinz	0.23	8
9-	9	Initiative	T.C. Pharmaceutical Project, General Beverage Project, Raknarock Project	0.27	DKSH / Levi's	0.23	14
11	11	Zenith	FWD(Digital) Project, Chame Project, Dentiste Project	0.14		0.14	3
12	13	Spark Foundry		0.00		0.00	0
13	14	Havas Media	Emirates, Michelin	0.08	IT Client	-0.03	2
14	12	Mindshare	Electrolux SEA	0.33	Kimberly-Clark	-0.37	3
						8.2	104

### 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.