



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / June 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	Ogilvy	Allianz Project, Tipco Project, SMT Car Rent Project, Pond's Project	2.86		2.86	24
2	2	Cheil	FMCG Client	1.35		1.35	3
3	3	TBWA	Ooredoo Myanmar, CP Allianze, L'Oreal Paris (Digital)	1.18		1.18	6
4	4	J Walter Thompson	KBM Goodwill Project, UNIF, Kwanpen Project, Line Project	0.71		0.71	5
5	11	McCann WorldGroup	Verena International, Amway Project, Bangkok Airways Project	0.66		0.66	11
6	5	Dentsu	Samsung Galaxy, TCEP Project, SACICT Project	0.54		0.54	10
7	7	Saatchi & Saatchi	GSK, Mondelez (Gum and Candy), KBANK Insurance Project	0.44		0.44	4
8	6	DDB	Aquafina Project, Bank of Thailand Project, Mitr Phol Sugar Project	0.41		0.41	4
9	12=	Grey Group	GSK	0.40		0.40	1
10	8	Leo Burnett	Generali Insurance Project, Smooth E Project, Harg Central Department Store Project	0.31		0.31	6
11	9	Y&R	Thai Jitan	0.30		0.30	1
12	10	Isobar	Cosmetics Client	0.16		0.16	5
13	12=	Publicis	Sanofi Project	0.05		0.05	1
14=	12=	BBDO		0.00		0.00	0
14=	12=	Mullen Lowe		0.00		0.00	0
14=	12=	M&C Saatchi		0.00		0.00	0
14=	12=	Havas Worldwide		0.00		0.00	0
14=	12=	FCB		0.00		0.00	0
						9.4	81

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / June 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	Mindshare	GSK, AIS Digital, Tourism Authority of Thailand, Oppo	3.20		3.20	16
2	2	Initiative	Suntory Cerebos, Generali Project, Virgin Active Project	1.98	DKSH Thailand (LEGO)	1.94	4
3	4	Starcom	King Power Duty Free, MG Car, Revlon, EGAT, Lifestar	1.67		1.65	5
4	3	Vizeum	Reckitt Benckiser, Sherwood Chemicals Public, Easy Buy	1.24		1.24	6
5-	5	PHD	High Shopping, Show DC Corp, Singha Sanko, Boonrawd Trading	0.75		0.75	5
5-	6	Carat	JDE, Thai Dairy, Richard Mille, Lam Soon Project	0.75		0.75	14
7	7	OMD	Sony Pictures, Obtainment, Apex Media	0.77	Oil Client	0.58	5
8	10	MEC	Svenson Hair Care, Fuji Xerox, Dakgalbi	0.54	Sony Electronics	0.45	9
9	8	MediaCom	Sony Electronics, Sony Mobile, Mandom, Thailand Post	0.38		0.38	4
10	9	Dentsu Media	FMCG Client	0.36		0.36	8
11	11	Zenith	Karmart, Siam Health Group, Kbank Life Insurance Project	0.30	Pharma Client	0.22	5
12	14	Havas Media	All Inspire Development Project	0.08	JDE	-0.13	4
13	15	Universal McCann	Tourism Australia, Pravit Group, Zespri International Project	0.13	Sony Pictures	-0.27	4
14	16	Maxus		0.00	MG Car	-0.38	0
						10.8	89

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.