



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Mar 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	2	Cheil	FMCG Client	1.35		1.35	3
2	1	TBWA	Ooredoo Myanmar, CP Allianze, L'Oreal Paris (Digital)	1.11		1.11	4
3	3	Ogilvy	Thailand Board of Investment, Chemical Public Company Brands, Yum Brands-KFC	0.57		0.57	7
4	4	J Walter Thompson	UNIF, Kwanpen Project, Line Project	0.43		0.43	4
5	8=	Leo Burnett	Generali Insurance Project	0.21		0.21	3
6	5=	Isobar	Cosmetics Client	0.12		0.12	3
7	5=	Dentsu	Car Brand Project	0.10		0.10	2
8	7	McCann WorldGroup	SCB Digital Project, Darlie Project, TTA Project	0.05		0.05	4
9-	8=	BBDO		0.00		0.00	0
9-	8=	Y&R		0.00		0.00	0
9-	8=	Mullen Lowe		0.00		0.00	0
9-	8=	Grey Group		0.00		0.00	0
9-	8=	DDB		0.00		0.00	0
9-	8=	Publicis		0.00		0.00	0
9-	8=	Saatchi & Saatchi		0.00		0.00	0
9-	8=	M&C Saatchi		0.00		0.00	0
9-	8=	Havas Worldwide		0.00		0.00	0
9-	8=	FCB		0.00		0.00	0
						3.9	30

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Mar 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	Starcom	Coca-cola, MG Car	1.7		1.65	2
2	2	OMD	Sony Pictures, Me Ideas 108	0.5	Oil Client	0.37	2
3	6=	Mindshare	Chubb, North Sathorn Reality, Lertrattakarn	0.4		0.35	3
4	5	Dentsu Media	FMCG Client	0.3		0.33	6
5	3	MEC	Tipco, Grabtaxi, Penguin, Majigue, Rojukiss	0.3	Sony Electronics	0.22	5
6	4	PHD	High Shopping	0.2		0.15	1
7	6=	MediaCom	Sony Electronics, Sony Mobile	0.1		0.13	2
8=	6=	Carat		0.0		0.00	0
8=	6=	Vizeum		0.0		0.00	0
8=	6=	BPN		0.0		0.00	0
8=	6=	MPG		0.0		0.00	0
8=	6=	Havas Media		0.0		0.00	0
13	6=	Zenith		0.0	Pharma Client	-0.08	0
14	6=	Maxus		0.0	MG Car	-0.15	0
15	15	Universal McCann		0.0	Sony Pictures	-0.30	0
16	16	Initiative		0.0	Coca-cola	-1.50	1
						1.2	22

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.