



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / May 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	Ogilvy	CP All Public Company Project, Thai Bankers Association Project	1.81		1.81	17
2	1	Cheil	FMCG Client	1.35		1.35	3
3	2	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	9=	Dentsu	Samsung Galaxy	0.43		0.43	8
6	5	DDB	Aquafina Project, Bank of Thailand Project, Mitr Phol Sugar Project	0.41		0.41	4
7	6	Saatchi & Saatchi	Mondelez (Gum and Candy), Dentiste (Toothpaste) Project	0.32		0.32	2
8	8	Leo Burnett	Generali Insurance Project, Smooth E Project, Harg Central Department Store Project	0.31		0.31	6
9	7	Y&R	Thai Jitan	0.30		0.30	1
10	9=	Isobar	Cosmetics Client	0.16		0.16	5
11	11	McCann WorldGroup	SCB Digital Project, Darlie Project, Pravit Group Project	0.12		0.12	6
12=	12=	BBDO		0.00		0.00	0
12=	12=	Mullen Lowe		0.00		0.00	0
12=	12=	Grey Group		0.00		0.00	0
12=	12=	Publicis		0.00		0.00	0
12=	12=	M&C Saatchi		0.00		0.00	0
12=	12=	Havas Worldwide		0.00		0.00	0
12=	12=	FCB		0.00		0.00	0
						7.1	63

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / May 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	6	Mindshare	GSK, AIS Digital, Tourism Authority of Thailand	2.60		2.60	14
2	1	Initiative	Suntory Cerebos	1.95		1.92	2
3	2	Vizeum	Reckitt Benckiser, Sherwood Chemicals Public, Easy Buy	1.17		1.17	4
4	3	Starcom	MG Car, Revlon, EGAT, Lifestar	1.12		1.10	4
5	10	PHD	High Shopping, Show DC Corp, Singha Sanko, Boonrawd Trading	0.75		0.75	5
6	4	Carat	JDE, Thai Dairy, Richard Mille, Lam Soon Project	0.71		0.71	12
7	5	OMD	Sony Pictures, Obtainment, Apex Media	0.77	Oil Client	0.58	5
8	7=	MediaCom	Sony Electronics, Sony Mobile, Mandom, Thailand Post	0.38		0.38	4
9	7=	Dentsu Media	FMCG Client	0.36		0.36	7
10	9	MEC	Tipco, Grab, Penguin, Majigue, Rojukiss	0.37	Sony Electronics	0.28	6
11	11	Zenith	Karmart, Siam Health Group, Nova Project	0.25	Pharma Client	0.17	4
12	12=	BPN		0.00		0.00	0
13	12=	MPG		0.00		0.00	0
14	14	Havas Media	All Inspire Development Project	0.05	JDE	-0.15	3
15	15	Universal McCann	Tourism Australia	0.10	Sony Pictures	-0.30	1
16	16	Maxus		0.00	MG Car	-0.38	0
						9.2	71

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.