



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Apr 2018

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	Publicis	Mercedes-Benz	3.00		3.00	2
2	2	Ogilvy	McKinsey & Company Project, Boonrawd Brewery (Leo Beer) Project, BP Castrol Ltd Project	1.82		1.82	11
3	3	Y&R	Innisfree Project, BDMS Project	1.30		1.30	4
4=	4	TBWA	Spotify, Thai Yamaha Motors	1.00		1.00	2
4=	6=	J Walter Thompson	Property Client	1.00		1.00	2
6	6=	Dentsu	Honda Project, Lotte	0.34		0.34	2
7	5	McCann WorldGroup	USAID	0.14		0.14	2
8	6=	Isobar	SANA Namerakahonpo	0.06		0.06	2
9=	6=	Leo Burnett		0.00		0.00	0
9=	6=	Saatchi & Saatchi		0.00		0.00	0
9=	6=	Grey Group		0.00		0.00	0
9=	6=	The Hoffman Agency		0.00		0.00	0
9=	6=	FCB		0.00		0.00	0
9=	6=	Cheil		0.00		0.00	0
9=	6=	DDB		0.00		0.00	0
9=	6=	Havas Worldwide		0.00		0.00	0
9=	6=	M&C Saatchi		0.00		0.00	0
9=	6=	MullenLowe Group		0.00		0.00	0
19	19	BBDO	Paveemol - KA Cream Project, Mentagram - GoPro Project, DJI Global	1.10	Mercedes-Benz	-1.90	3
						6.8	30

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Apr 2018

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	Carat	Kubota Project, Hae Mo Wit, Thai Herb Shop, Dumex, Sansiri, KT Restaurant	3.57	LEGO	3.56	15
2	2	Vizeum	SnailWhite Gold, Siam Park City, CIMB Thai Bank, Reckitt Benckiser	3.19		3.19	14
3	3	Mindshare	Tesco, GP Motor, Tribe	2.11	HSBC	1.85	3
4	4	dentsu X	Finance Client	0.81		0.81	20
5	7	PHD	HSBC, Huawei Digital, Cetaphil	0.39		0.39	3
6	5	Spark Foundry	Marriott	0.23		0.23	1
7	6	MediaCom	Bose, Blackmores Ltd, Phatra Securities Public Company Limited	0.20	Thai Life Project	0.12	4
8	8	Initiative	LEGO, CJ Supermarket Project	0.03		0.03	2
9	12	Wavemaker	DTAC Trinet, Perfetti Van Melle (Mentos, Chupa Chups), Domohorn Wrinkle	0.61	Campbell Soup	0.02	6
10	9	Havas Media		0.00		0.00	0
11	10	Universal McCann		0.00	Betadine Throat Spray Project	-0.05	0
12	11	Zenith	Betadine Throat Spray Project, Aisance Project	0.07	Central Watson's	-0.15	2
13	13	OMD		0.00	SCG Roof	-0.67	0
14	14	Starcom	Singha Estate Project, Thai Life Project, Line Corporation Project	0.24	Carabao Dang	-0.90	4
						8.4	74

### 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.