

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Aug 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	Leo Burnett	Uniqlo (Thailand) Co., Ltd. RETAINED Project, Daimler Benz, PTT Exploration and Production Project	6.05		6.05	6
2	2	Ogilvy	UNIQLO (Thailand) Co., Ltd. Project, Major Development Project, AP Property Project, SCG Chemical Project	4.05		4.05	29
3	4	J Walter Thompson	SCBM, Verve - Disney, Degree - CPN Central Phuket, Nikon Digital	1.73		1.73	9
4	3	Dentsu	Grande Asset Project Honda Project, Lotte, Fujifilm, Easy Buy, Mandom	1.53		1.48	16
5	5	TBWA	Spotify, Thai Yamaha Motors	1.00		1.00	2
6	6	McCann WorldGroup	USAID, Microsoft Project, Krungthai AXA Project, Goodyear Project	0.93		0.93	12
7	7	Saatchi & Saatchi	Yayoi Japanese Restaurant Project, P & G Project	0.68		0.68	3
8	8	Y&R	Tiger Balm Project, Innisfree Project, BDMS Project	2.50	BRAND'S Suntory Thailand	0.14	7
9	9	FCB		0.12		0.12	1
10	10	Isobar	SANA Namerakahonpo	0.06		0.06	2
11	11	Publicis	Genting Cruise Lines Project	0.05		0.05	1
12-	12=	The Hoffman Agency		0.00		0.00	0
12-	12=	Cheil		0.00		0.00	0
12-	12=	M&C Saatchi		0.00		0.00	0
12-	12=	MullenLowe Group		0.00		0.00	0
16	16	Havas Worldwide		0.00	RB	-0.06	0
17	17	Grey Group		0.00	Revlon	-0.16	0
18	18	DDB		0.72	Samsung Electronics visual display	-0.29	9
19	19	BBD0	Paveamol - KA Cream Project, Mentagram - GoPro Project, DJI Global	1.10	Mercedes-Benz	-2.15	3



## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Aug 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	SCG ASEAN, Hachiban Ramen, Kubota Project, Hae Mo Wit	4.17	BAM - Bangkok Commercial Asset Management Company AOR (Digital)	3.52	20
2	2	Mindshare	BAM - Bangkok Commercial Asset Management Company AOR (Digital), Manulife Insurance (Thailand) Company, Tourism Authority of Thailand	3.44	ASTRO	3.42	11
3	3	MediaCom	Krung Thai Bank Public Co., Ltd., Black Tiger, Mars	2.96	Coty	2.78	17
4	4	Vizeum	Dentiste Project, Bertram Chemical (1982) Ltd. Project, New Hampshire Insurance Company project, Mamee Double-Decker	1.74	Huawei	1.74	24
5	5	dentsu X	Finance Client	1.06		1.06	26
6	6	Spark Foundry	Mondelez, Marriott, Lenovo	0.59		0.59	3
7	8	Initiative	PTT Corporation Project, MINT (Minor International) Project, ASTRO	0.49	Phone Client	0.19	15
8	7	PHD	HSBC, Huawei Digital, Cetaphil, PhamaCare	0.19		0.16	3
9	9	Universal McCann	Old Town Coffee, Wilson Communication Project, Nestle	0.08	Betadine Throat Spray Project	0.03	1
10	10	Havas Media	Electricity Generating Authority of Thailand(EGAT) Project, Saic Maxus Project, Estrella Damm Project	0.01	ARLO	0.01	2
11	11	Wavemaker	Esprit, MELCO/City of Dreams, UNICEF	0.61	Sentosa Development Corporation	-0.10	6
12	12	Zenith	Huawei(Performics) Project , Northern Territory Tourism Board (Performics), Coty	0.07	Magicbricks Digital	-0.15	2
13	13	Starcom	Far Eastone Telecommunications, PTT Exploration and Production Project, Singha Estate Project	0.73	Tourism Authority of Thailand	-0.68	6
14	14	OMD	Ubet AOR, Singtel	0.00	Lazada	-1.01	0
						<b>11.5</b>	<b>136</b>

### 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.

