



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Dec 2017

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	J Walter Thompson	Nokia, AIS Project	2.64		2.64	15
2	2	Dentsu	Food & Drinks, ItalThai, Naraya, Fujifilm	2.47	Bridgestone Project	2.39	14
3	3	Ogilvy	Siam Commercial Bank, Uber Thailand Project, Go Bike, IMG Services Project	1.29		1.29	25
4	11	Publicis	KFC, Coca-Cola Project, Krungthai AXA Project	1.54	Big C	1.01	4
5	4	BBDO	The Tourism Authority of Thailand	1.00		1.00	1
6	6	McCann WorldGroup	Finansia Syrus Project, Noble Project, Electrolux Harrison, Formica Project	0.50		0.50	15
7	5	Leo Burnett	MK Restaurant Group PCL, Uniqlo Project,	0.49		0.49	13
8	7	Saatchi & Saatchi	Betadine Project, FWD Project, Sinthorn Village Project	0.34		0.34	3
9	10	Isobar	Sensiplus Digital, Canon	0.23		0.23	4
10	8	Grey Group	Ichitan Powder Project	0.12		0.12	7
11	9	The Hoffman Agency	THAIFEX-World of Food Asia 2017	0.10		0.10	1
12	12	FCB	Dole Asia	0.05		0.05	1
13	13	TBWA	Woolmark	0.04		0.04	1
14=	14=	Cheil		0.00		0.00	0
14=	14=	DDB		0.00		0.00	0
14=	14=	Havas Worldwide		0.00		0.00	0
14=	14=	M&C Saatchi		0.00		0.00	0
18=	18=	Y&R		0.00	Siam Kubota	-0.05	0
18=	18=	MullenLowe Group		0.00	MK Restaurant Group PCL	-0.05	0
						10.1	104

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Dec 2017

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	Vizeum	The Klinique Beauty & Anti Aging Center, Ministry of Labour and Social Welfare	6.38		6.38	29
2	1	dentsu X	FMCG Client	5.17	Honda Motorcycle	4.89	45
3	7	OMD	dtac, Beiersdorf, Tourism Authority of Thailand Digital, Union Pay	4.10	Kraft Heinz	3.60	12
4	4	Mindshare	Asian Property, NHN Entertainment (Comico), Amway	2.78	Pornkasem Clinic	2.20	14
5	6	Initiative	Amway & Nutrilite, Lego, Singha Estate Project, CAT Telecom Project, JPP Project	2.24	DKSH / Levi's	2.03	22
6	3	Carat	Ministry of Interior Project, Provincial Electricity Authority Project, Motorola	2.17	Lego	1.78	21
7	5	MediaCom	Coty, Uniqlo Project, Pataya Food Industries, Thai Health	1.08		1.08	9
8	8	PHD	Pornkasem Clinic, Khao Chong Coffee Project, Scotch Industrial	0.59	Standard Chartered Bank	0.34	6
9	9	Universal McCann	ELE Cream Mask Thailand Project, Chula Hospital Project,	0.26		0.26	8
10	10	Wavemaker	Kimberly-Clark Corporation, Honda Motorcycle, HERO Garbage Bag	1.21	Snail White	0.24	10
11	11	Zenith	FWD(Digital) Project, Chame Project, Dentiste Project, Coway Project	0.20		0.20	5
12	12	Spark Foundry		0.00		0.00	0
13	14	Havas Media	Emirates, Michelin	0.08	IT Client	-0.03	2
14	13	Starcom	Kraft Heinz, Rinchokechai Berman Toothbrush, Bangkok Life Assurance	0.84	Tourism Authority of Thailand Digital	-0.63	5
						22.3	188

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.