

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Dec 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	4.59		4.58	36
3	3	J Walter Thompson	Unilever Citra Global Pitch Global AOR, Unilever Vaseline, Midea Washing Machine, Vitasov	4.39		4.39	53
4	4	BBD0	Paveemol - KA Cream Project, Mentagram - GoPro Project, DJI Global	5.10	Tourism Australia	1.69	4
5	5	Dentsu	Grande Asset Project Honda Project, Lotte, Fujifilm, Easy Buy, Mandom	1.53	TCP Project	1.23	16
6	6	McCann WorldGroup	Galderma Project, Greenspot Project, USAID, Microsoft Project	1.20		1.20	14
7	8	Saatchi & Saatchi	Siemens Home Appliances, Yayoi Japanese Restaurant Project, P & G Project	0.78		0.78	4
8	7	TBWA	Spotify, Thai Yamaha Motors	1.00	BJC - Dozo Snack Project	0.52	2
9	9	Isobar	SANA Namerakahonpo	0.49		0.49	10
10	10	Publicis	Central Group Project - Central Corporate, Genting Cruise Lines Project	0.39		0.39	3
11	11	M&C Saatchi	Tourism Australia	0.15		0.15	1
12	12	VMLY&R	Tiger Balm Project, Innisfree Project, BDMS Project	2.50	BRAND'S Suntory Thailand	0.14	7
13	13	FCB	Kimberly Clark	0.12		0.12	1
14-	14=	The Hoffman Agency		0.00		0.00	0
14-	14=	Cheil		0.00		0.00	0
14-	14=	MullenLowe Group		0.00		0.00	0
17	17	Havas Worldwide		0.00	RB	-0.06	0
18	18	DDB	Bank of Agriculture & Agricultural Cooperations Project	0.81	Samsung Electronics visual display	-0.19	12
19	19	Grey Group		0.00	Revlon	-0.56	0
						20.9	169

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Dec 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	SEIC Project One-Off Project, SCG ASEAN, Hachiban Ramen, Kubota Project	5.15		4.66	38
2	2	Mindshare	BP, General Mills, BAM - Bangkok Commercial Asset Management Company AOR (Digital), Manulife Insurance (Thailand) Company	5.36	AIA Insurance	3.37	14
3	3	MediaCom	Krung Thai Bank Public Co., Ltd., Black Tiger, Mars	3.05	Coty	2.87	18
4	4	Vizeum	Dentiste Project, Bertram Chemical (1982) Ltd. Project, New Hampshire Insurance Company project, Mamee Double-Decker	2.35		2.35	30
5	7	Spark Foundry	Lenovo / Motorola, General Beverage, Mondelez, Marriott	1.20		1.20	5
6	5	Initiative	Sharp Year End Project, Golden Land - CSR Project, Wacoal Project, PTT Corporation Project, MINT (Minor International) Project	1.11	Phone Client	0.81	22
7	8	Zenith	Luxottica, Huawei(Performics) Project , Northern Territory Tourism Board (Performics), Coty	0.82	Magicbricks Digital	0.60	4
8	6	dentsu X	Finance Client	1.06	Thai Glico Co	0.53	26
9	12	PHD	Scotch, Pruksa Real Estate Project, AIA Insurance, HSBC, Huawei Digital, Cetaphil, PhamaCare	0.89	GlaxoSmithKline	0.24	5
10	15	Dentsu Aegis Network	Intel	0.23		0.23	4
11	11	Wavemaker	Thai Glico Co, Xiaomi, Filter Mart - Baan Krong Nam, Esprit	0.86	Sentosa Development Corporation	0.13	8
12	9	Havas Media	Puma, Electricity Generating Authority of Thailand(EGAT) Project, Saic Maxus Project	0.09	ARLO	0.09	4
13	10	Universal McCann	Old Town Coffee, Wilson Communication Project, Nestle	0.08	Betadine Throat Spray Project	0.03	1
14	16	MullenLowe Mediahub	Dropbox Global	0.02		0.02	2
15	13	OMD	Daimler, Ubet AOR, Singtel	0.90	Luxottica	-0.26	4
16	14	Starcom	UOB Project, Far EastTone Telecommunications, PTT Exploration and Production Project, Singha Estate Project	1.03	General Mills	-0.81	7
						16.0	192

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.