



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Feb 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	1.81		1.81	10
3	3=	Y&R	Innisfree Project	0.66		0.66	2
4-	3=	J Walter Thompson		0.00		0.00	0
4-	3=	Dentsu		0.00		0.00	0
4-	3=	McCann WorldGroup		0.00		0.00	0
4-	3=	Leo Burnett		0.00		0.00	0
4-	3=	Saatchi & Saatchi		0.00		0.00	0
4-	3=	Isobar		0.00		0.00	0
4-	3=	Grey Group		0.00		0.00	0
4-	3=	The Hoffman Agency		0.00		0.00	0
4-	3=	FCB		0.00		0.00	0
4-	3=	TBWA		0.00		0.00	0
4-	3=	Cheil		0.00		0.00	0
4-	3=	DDB		0.00		0.00	0
4-	3=	Havas Worldwide		0.00		0.00	0
4-	3=	M&C Saatchi		0.00		0.00	0
4-	3=	MullenLowe Group		0.00		0.00	0
19	19	BBDO		0.00	Mercedes-Benz	-3.00	0
						2.5	14

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Feb 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	2	Carat	Dumex, Sansiri, KT Restaurant, SCG, Social Security Office	2.60		2.60	10
2	1	Mindshare	Tesco, GP Motor, Tribe	2.11		2.11	3
3	5=	Spark Foundry	Marriott	0.23		0.23	1
4	3	MediaCom	Bose, Blackmores Ltd, Phatra Securities Public Company Limited	0.20		0.20	4
5	4	dentsu X	Finance Client	0.11		0.11	5
6	5=	Vizeum	CIMB Thai Bank	0.08		0.08	1
7-	5=	Initiative		0.00		0.00	0
7-	5=	PHD		0.00		0.00	0
7-	5=	Havas Media		0.00		0.00	0
10	12	Universal McCann		0.00	Betadine Throat Spray Project	-0.05	0
11	13	Zenith	Betadine Throat Spray Project	0.05	Central Watson's	-0.17	1
12	14	Starcom	Pirelli	0.03	Sansiri	-0.43	1
13	11	OMD		0.00	SCG Roof	-0.49	0
14	5=	Wavemaker		0.00	Campbell Soup	-0.56	0
						3.6	26

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.