



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Jan 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	4	Publicis	Mercedes-Benz	2.40		2.40	1
2	3	Ogilvy	Boonrawd Brewery (Leo Beer) Project, BP Castrol Ltd Project, Unilever Thai Trading Project	1.80		1.80	9
3-	1	J Walter Thompson		0.00		0.00	0
3-	2	Dentsu		0.00		0.00	0
3-	6	McCann WorldGroup		0.00		0.00	0
3-	7	Leo Burnett		0.00		0.00	0
3-	8	Saatchi & Saatchi		0.00		0.00	0
3-	9	Isobar		0.00		0.00	0
3-	10	Grey Group		0.00		0.00	0
3-	11	The Hoffman Agency		0.00		0.00	0
3-	12	FCB		0.00		0.00	0
3-	13	TBWA		0.00		0.00	0
3-	14=	Cheil		0.00		0.00	0
3-	14=	DDB		0.00		0.00	0
3-	14=	Havas Worldwide		0.00		0.00	0
3-	14=	M&C Saatchi		0.00		0.00	0
3-	18=	Y&R		0.00		0.00	0
3-	18=	MullenLowe Group		0.00		0.00	0
19	5	BBDO		0.00	Mercedes-Benz	-2.40	0
						1.8	10

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Jan 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	4	Mindshare	Tesco, GP Motor, Tribe	2.11		2.11	3
2	6	Carat	Dumex, Sansiri, KT Restaurant	2.02		2.02	7
3	7	MediaCom	Bose, Blackmores Ltd, Phatra Securities Public Company Limited	0.20		0.20	4
4	2	dentsu X	Finance Client	0.11		0.11	5
5-	1	Vizeum		0.00		0.00	0
5-	5	Initiative		0.00		0.00	0
5-	8	PHD		0.00		0.00	0
5-	10	Wavemaker		0.00		0.00	0
5-	12	Spark Foundry		0.00		0.00	0
5-	13	Havas Media		0.00		0.00	0
11	3	OMD		0.00	SCG Roof	-0.02	0
12	9	Universal McCann		0.00	Betadine Throat Spray Project	-0.05	0
13	11	Zenith	Betadine Throat Spray Project	0.05	Central Watson's	-0.17	1
14	14	Starcom	Pirelli	0.03	Sansiri	-0.43	1
						3.8	21

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.