



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Mar 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	1.82		1.82	11
3	3	Y&R	Innisfree Project, BDMS Project	1.30		1.30	4
4	4=	TBWA	Spotify, Thai Yamaha Motors	1.00		1.00	2
5	4=	McCann WorldGroup	FMCG Client	0.07		0.07	1
6=	4=	J Walter Thompson		0.00		0.00	0
6=	4=	Dentsu		0.00		0.00	0
6=	4=	Leo Burnett		0.00		0.00	0
6=	4=	Saatchi & Saatchi		0.00		0.00	0
6=	4=	Isobar		0.00		0.00	0
6=	4=	Grey Group		0.00		0.00	0
6=	4=	The Hoffman Agency		0.00		0.00	0
6=	4=	FCB		0.00		0.00	0
6=	4=	Cheil		0.00		0.00	0
6=	4=	DDB		0.00		0.00	0
6=	4=	Havas Worldwide		0.00		0.00	0
6=	4=	M&C Saatchi		0.00		0.00	0
6=	4=	MullenLowe Group		0.00		0.00	0
19	19	BBDO		0.00	Mercedes-Benz	-3.00	0
						4.2	20

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Mar 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	Hae Mo Wit, Thai Herb Shop, Dumex, Sansiri, KT Restaurant	2.90		2.90	12
2	6	Vizeum	CIMB Thai Bank, Reckitt Benckiser, The Klinique	2.78		2.78	8
3	2	Mindshare	Tesco, GP Motor, Tribe	2.11		2.10	3
4	5	dentsu X	Finance Client	0.81		0.81	20
5	3	Spark Foundry	Marriott	0.23		0.23	1
6	4	MediaCom	Bose, Blackmores Ltd, Phatra Securities Public Company Limited	0.20		0.20	4
7	7=	PHD	Huawei Digital, Cetaphil	0.14		0.14	2
8	7=	Initiative	CJ Supermarket Project	0.02		0.02	1
9	7=	Havas Media		0.00		0.00	0
10	10	Universal McCann		0.00	Betadine Throat Spray Project	-0.05	0
11	11	Zenith	Betadine Throat Spray Project, Aisance Project	0.07	Central Watson's	-0.15	2
12	14	Wavemaker		0.00	Campbell Soup	-0.59	0
13	13	OMD		0.00	SCG Roof	-0.67	0
14	12	Starcom	Pirelli	0.03	Sansiri	-1.06	1
						6.7	54

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.