



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / May 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	3	Y&R	Tiger Balm Project, Innisfree Project, BDMS Project	2.50		2.50	7
2	2	Ogilvy	Major Development Project, AP Property Project, PTT Exploration and Production Project	1.98		1.98	14
3	9=	Leo Burnett	Daimler Benz, PTT Exploration and Production Project,	1.64		1.64	2
4	4=	J Walter Thompson	Nikon Digital	1.05		1.05	3
5	4=	TBWA	Spotify, Thai Yamaha Motors	1.00		1.00	2
6	6	Dentsu	Honda Project, Lotte, Fujifilm, Easy Buy, Mandom	0.85		0.85	8
7	9=	Saatchi & Saatchi	Yayoi Japanese Restaurant Project, P & G Project	0.68		0.68	3
8	7	McCann WorldGroup	USAID, Microsoft Project	0.15		0.15	3
9	8	Isobar	SANA Namerakahonpo	0.06		0.06	2
10=	1	Publicis		0.00		0.00	0
10=	9=	Grey Group		0.00		0.00	0
10=	9=	The Hoffman Agency		0.00		0.00	0
10=	9=	FCB		0.00		0.00	0
10=	9=	Cheil		0.00		0.00	0
10=	9=	DDB		0.00		0.00	0
10=	9=	Havas Worldwide		0.00		0.00	0
10=	9=	M&C Saatchi		0.00		0.00	0
10=	9=	MullenLowe Group		0.00		0.00	0
19	19	BBDO	Paveemol - KA Cream Project, Mentagram - GoPro Project, DJI Global	1.10	Mercedes-Benz	-1.15	3
						8.8	47



## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / May 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	SCG ASEAN, Hachiban Ramen, Kubota Project, Hae Mo Wit	4.17	LEGO	4.16	20
2	3	Mindshare	Tesco, GP Motor, Tribe	2.11		2.10	3
3	2	Vizeum	Ministry of Culture, Cloetta, SnailWhite Gold, Siam Park City, CIMB Thai Bank	1.45		1.45	15
4	7	MediaCom	Magnolia Quality Development, Siamkul World Rich, Malee Group PBCL	1.15	Thai Life Project	1.07	10
5	4	dentsu X	Finance Client	0.92		0.92	23
6	6	Spark Foundry	Marriott	0.23		0.23	1
7	5	PHD	Huawei Digital, Cetaphil, PhamaCare	0.19		0.16	3
8	9	Wavemaker	DTAC Trinet, Perfetti Van Melle (Mentos, Chupa Chups), Domohorn Wrinkle	0.61	Campbell Soup	0.02	6
9	10	Havas Media		0.00		0.00	0
10	11	Universal McCann		0.00	Betadine Throat Spray Project	-0.05	0
11	12	Zenith	Betadine Throat Spray Project, Aisance Project	0.07	Central Watson's	-0.15	2
12	8	Initiative	LEGO, CJ Supermarket Project	0.06		-0.24	3
13	14	Starcom	PTT Exploration and Production Project, Singha Estate Project, Thai Life Project	0.73	Carabao Dang	-0.43	6
14	13	OMD		0.00	SCG ASEAN	-0.86	0
						8.4	92

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.