



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Nov 2017

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	J Walter Thompson	Nokia, AIS Project	2.64		2.64	15
2	2	Dentsu	Italthai, Naraya, Fujifilm	2.46	Bridgestone Project	2.37	13
3	3	Ogilvy	Siam Commercial Bank, Uber Thailand Project, Go Bike, IMG Services Project	1.29		1.29	25
4	4	BBDO	The Tourism Authority of Thailand	1.00		1.00	1
5	5	Leo Burnett	MK Restaurant Group PCL, Uniqlo Project,	0.49		0.49	13
6	6	McCann WorldGroup	Noble Project, Electrolux Harrison, Formica Project, RB Project	0.46		0.46	13
7	7	Saatchi & Saatchi	Betadine Project, FWD Project, Sinthorn Village Project	0.34		0.34	3
8	8	Grey Group	Ichitan Powder Project	0.12		0.12	7
9	9	The Hoffman Agency	THAIFEX-World of Food Asia 2017	0.10		0.10	1
10	10	Isobar	Canon	0.06		0.06	2
11	11	Publicis	Coca-Cola Project, Krungthai AXA Project	0.06		0.06	3
12	13=	FCB	Dole Asia	0.05		0.05	1
13	12	TBWA	Woolmark	0.04		0.04	1
14=	13=	Cheil		0.00		0.00	0
14=	13=	DDB		0.00		0.00	0
14=	13=	Havas Worldwide		0.00		0.00	0
14=	13=	M&C Saatchi		0.00		0.00	0
18=	13=	Y&R		0.00	Siam Kubota	-0.05	0
18=	13=	MullenLowe Group		0.00	MK Restaurant Group PCL	-0.05	0
						8.9	98

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Nov 2017

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	dentsu X	FMCG Client	4.49	Honda Motorcycle	4.21	35
2	2	Vizeum	Siam Park Amusement Park, Ready All digital, Regalos Petfoods digital	3.53		3.53	19
3	3	Carat	Ministry of Interior Project, Provincial Electricity Authority Project, Motorola	2.17	Lego	1.78	21
4	5	Mindshare	Samsung Digital, AIA, Lazada Project, Unilever Communications Planning	1.73	Pornkasem Clinic	1.16	10
5	4	MediaCom	Coty, Uniqlo Project, Pataya Food Industries, Thai Health	1.08		1.08	9
6	6	Initiative	Lego, Singha Estate Project, CAT Telecom Project, JPP Project	0.96	DKSH / Levi's	0.75	20
7	8	OMD	Tourism Authority of Thailand Digital, Union Pay, Dumex Project, Dumex (Offline)	0.90	Kraft Heinz	0.40	10
8	7	PHD	Pornkasem Clinic, Khao Chong Coffee Project, Scotch Industrial	0.59	Standard Chartered Bank	0.34	6
9	9	Universal McCann	ELE Cream Mask Thailand Project, Chula Hospital Project,	0.26		0.26	8
10	10	MEC	Kimberly-Clark Corporation, Honda Motorcycle, HERO Garbage Bag	1.21	Snail White	0.24	10
11	11	Zenith	FWD(Digital) Project, Chame Project, Dentiste Project, Coway Project	0.20		0.20	5
12	13	Spark Foundry		0.00		0.00	0
13	12	Starcom	Kraft Heinz, Rinchokechai Berman Toothbrush, Bangkok Life Assurance	0.84	Tourism Authority of Thailand Digital	-0.00	5
14	14	Havas Media	Emirates, Michelin	0.08	IT Client	-0.03	2
						13.9	160

### 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.