

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Nov 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 | Leo Burnett | Uniqlo (Thailand) Co., Ltd. RETAINED Project, Daimler Benz, PTT Exploration and Production Project | 6.05 | | 6.05 | 6 |
| 2 | 2 | Ogilvy | UNIQLO (Thailand) Co., Ltd. Project, Major Development Project, AP Property Project, SCG Chemical Project | 4.59 | | 4.58 | 36 |
| 3 | 3 | J Walter Thompson | Midea Washing Machine, Vitasoy, Honma Golf, Dupont-Coteva | 3.01 | | 3.01 | 43 |
| 4 | 4 | BBD0 | Paveemol - KA Cream Project, Mentagram - GoPro Project, DJI Global | 5.10 | Tourism Australia | 1.70 | 4 |
| 5 | 5 | Dentsu | Grande Asset Project Honda Project, Lotte, Fujifilm, Easy Buy, Mandom | 1.53 | | 1.48 | 16 |
| 6 | 6 | McCann WorldGroup | Greenspot Project, USAID, Microsoft Project, Krungthai AXA Project, Goodyear Project | 1.00 | | 1.00 | 13 |
| 7 | 7 | TBWA | Spotify, Thai Yamaha Motors | 1.00 | | 0.70 | 2 |
| 8 | 8 | Saatchi & Saatchi | Yayoi Japanese Restaurant Project, P & G Project | 0.68 | | 0.68 | 3 |
| 9 | 9 | Isobar | SANA Namerakahonpo | 0.49 | | 0.49 | 10 |
| 10 | 10 | Publicis | Central Group Project - Central Corporate, Genting Cruise Lines Project | 0.39 | | 0.39 | 3 |
| 11 | 13= | M&C Saatchi | Tourism Australia | 0.15 | | 0.15 | 1 |
| 12 | 11 | VMLY&R | Tiger Balm Project, Innisfree Project, BDMS Project | 2.50 | BRAND'S Suntory Thailand | 0.14 | 7 |
| 13 | 12 | FCB | Kimberly Clark | 0.12 | | 0.12 | 1 |
| 14- | 13= | The Hoffman Agency | | 0.00 | | 0.00 | 0 |
| 14- | 13= | Cheil | | 0.00 | | 0.00 | 0 |
| 14- | 13= | MullenLowe Group | | 0.00 | | 0.00 | 0 |
| 17 | 17 | Havas Worldwide | | 0.00 | RB | -0.06 | 0 |
| 18 | 18 | DDB | Bank of Agriculture & Agricultural Cooperations Project | 0.81 | Samsung Electronics visual display | -0.19 | 12 |
| 19 | 19 | Grey Group | | 0.00 | Revlon | -0.56 | 0 |
| | | | | | | 19.7 | 157 |

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Nov 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 | 4.56 | | 4.06 | 28 |
| 2 | 2 | Mindshare | BP, General Mills, BAM - Bangkok Commercial Asset Management Company AOR (Digital), Manulife Insurance (Thailand) Company | 5.36 | AIA Insurance | 3.77 | 14 |
| 3 | 3 | MediaCom | Krung Thai Bank Public Co., Ltd., Black Tiger, Mars | 3.05 | Coty | 2.87 | 18 |
| 4 | 4 | Vizeum | Dentiste Project, Bertram Chemical (1982) Ltd. Project, New Hampshire Insurance Company project, Mamee Double-Decker | 1.81 | | 1.81 | 25 |
| 5 | 8 | Initiative | Sharp Year End Project, Golden Land - CSR Project, Wacoal Project, PTT Corporation Project, MINT (Minor International) Project | 1.11 | Phone Client | 0.81 | 22 |
| 6 | 5 | dentsu X | Finance Client | 1.06 | | 0.78 | 26 |
| 7 | 6 | Spark Foundry | General Beverage, Mondelez, Marriott, Lenovo | 0.76 | | 0.76 | 4 |
| 8 | 7 | Zenith | Luxottica, Huawei(Performics) Project , Northern Territory Tourism Board (Performics), Coty | 0.82 | Magicbricks Digital | 0.60 | 4 |
| 9 | 9 | Havas Media | Puma, Electricity Generating Authority of Thailand(EGAT) Project, Saic Maxus Project | 0.09 | ARLO | 0.09 | 4 |
| 10 | 10 | Universal McCann | Old Town Coffee, Wilson Communication Project, Nestle | 0.08 | Betadine Throat Spray Project | 0.03 | 1 |
| 11 | 11 | Wavemaker | Esprit, MELCO/City of Dreams, UNICEF | 0.61 | Sentosa Development Corporation | -0.12 | 6 |
| 12 | 12 | PHD | Pruksa Real Estate Project, AIA Insurance, HSBC, Huawei Digital, Cetaphil, PhamaCare | 0.19 | GlaxoSmithKline | -0.16 | 3 |
| 13 | 13 | OMD | BEIERSDORF, Daimler, Ubet AOR, Singtel | 0.90 | Luxottica | -0.26 | 4 |
| 14 | 14 | Starcom | UOB Project, Far EastOne Telecommunications, PTT Exploration and Production Project, Singha Estate Project | 1.03 | General Mills | -0.81 | 7 |
| | | | | | | 14.2 | 166 |

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.