

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Oct 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	Dupont-Coteva, Edgewell, MeadJohnson, SCBM, Verve - Disney	2.68		2.68	25
4	4	BBDO	Paveemol - KA Cream Project, Mentagram - GoPro Project, DJI Global	5.10	Mercedes-Benz	1.85	4
5	5	Dentsu	Grande Asset Project Honda Project, Lotte, Fujifilm, Easy Buy, Mandom	1.53		1.48	16
6	7	McCann WorldGroup	Greenspot Project, USAID, Microsoft Project, Krungthai AXA Project, Goodyear Project	1.00		1.00	13
7	6	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	12	Publicis	Genting Cruise Lines Project	0.39		0.39	2
11	10	VMLY&R	Tiger Balm Project, Innisfree Project, BDMS Project	2.50	BRAND'S Suntory Thailand	0.14	7
12	11	FCB		0.12		0.12	1
13=	13=	The Hoffman Agency		0.00		0.00	0
13=	13=	Cheil		0.00		0.00	0
13=	13=	M&C Saatchi		0.00		0.00	0
13=	13=	MullenLowe Group		0.00		0.00	0
17	17	Havas Worldwide		0.00	RB	-0.06	0
18	19	DDB	Bank of Agriculture & Agricultural Cooperations Project	0.81	Samsung Electronics visual display	-0.19	12
19	18	Grey Group		0.00	Revlon	-0.56	0
						19.3	137

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Oct 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	General Mills, BAM - Bangkok Commercial Asset Management Company AOR (Digital), Manulife Insurance (Thailand) Company	5.27	AIA Insurance	3.68	13
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	5	dentsu X	Finance Client	1.06		1.06	26
6	7	Spark Foundry	General Beverage, Mondelez, Marriott, Lenovo	0.76		0.76	4
7	6	Zenith	Huawei(Performics) Project , Northern Territory Tourism Board (Performics), Coty Sharp Year End Project, Golden Land - CSR Project, Wacoal Project, PTT Corporation Project, MINT Puma, Electricity Generating Authority of Thailand(EGAT) Project, Saic Maxus Project	0.82	Magicbricks Digital	0.60	4
8	8	Initiative	Land - CSR Project, Wacoal Project, PTT Corporation Project, MINT Puma, Electricity Generating Authority of Thailand(EGAT) Project, Saic Maxus Project	0.51	Phone Client	0.21	18
9	10	Havas Media	Authority of Thailand(EGAT) Project, Saic Maxus Project	0.09	ARLO	0.09	4
10	9	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	Prukha Real Estate Project, AIA Insurance, HSBC, Huawei Digital, Cetaphil, PhamaCare	0.19	GlaxoSmithKline	-0.16	3
13	14	OMD	Daimler, Ubet AOR, Singtel	0.40	Lazada	-0.76	3
14	13	Starcom	Far Eastone telecommunications, PTT Exploration and Production Project, Singha Estate Project	0.73	General Mills	-1.11	6
						13.0	159

### 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.