

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Sep 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	Toshiba Thailand Co., Ltd. Project, Chao Phaya Resort Limited Project, Nestle (Thai) Ltd.- Dolce Gusto Project, UNIQLO (Thailand) Co., Ltd. Project	4.59		4.59	36
3	3	J Walter Thompson	MQDC Project, Degree - Dusit / CPN Project, Verve: Netflix Project, SCBM, Verve - Disney	1.95		1.98	13
4	19	BBDO	Ford, Paveemol - KA Cream Project, Mentagram - GoPro Project, DJI Global	5.10	Mercedes-Benz	1.85	4
5	4	Dentsu	Grande Asset Project Honda Project, Lotte, Fujifilm, Easy Buy, Mandom	1.53		1.48	16
6	5	TBWA	Spotify, Thai Yamaha Motors	1.00		1.00	2
7	6	McCann WorldGroup	USAID, Microsoft Project, Krungthai AXA Project, Goodyear Project	0.93		0.93	12
8	7	Saatchi & Saatchi	Yayoi Japanese Restaurant Project, P & G Project	0.68		0.68	3
9	10	Isobar	Siamnuwat, Saugella, Himalaya, SANA Namerakahonpo	0.49		0.49	10
10	8	VMLY&R	Tiger Balm Project, Innisfree Project, BDMS Project	2.50	BRAND'S Suntory Thailand	0.14	7
11	9	FCB		0.12		0.12	1
12	11	Publicis	Genting Cruise Lines Project	0.05		0.05	1
13=	12=	The Hoffman Agency		0.00		0.00	0
13=	12=	Cheil		0.00		0.00	0
13=	12=	M&C Saatchi		0.00		0.00	0
13=	12=	MullenLowe Group		0.00		0.00	0
17	16	Havas Worldwide		0.00	RB	-0.06	0
18	17	Grey Group		0.00	Revlon	-0.27	11
19	18	DDB	EGAT Project, Securities and Exchange Committee Project	0.74	Samsung Electronics visual displa	-0.56	0
						18.5	122

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Sep 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	Karmarts Public Company Limited, Microsoft, Scotch Collagen, SCG ASEAN, Hachiban Ramen	4.56		4.06	28
2	2	Mindshare	BAM - Bangkok Commercial Asset Management Company AOR (Digital), Manulife Insurance (Thailand) Company, Tourism Authority of Thailand	4.94	Nestle	3.45	12
3	3	MediaCom	Krung Thai Bank Public Co., Ltd., Black Tiger, Mars	3.05	Coty	2.87	18
4	4	Vizeum	EGAT - project, Dentiste Project, Bertram Chemical (1982) Ltd. Project, New Hampshire Insurance Company project	1.81	Huawei	1.81	25
5	5	dentsu X	Finance Client	1.06		1.06	26
6	12	Zenith	Nestle, GSK, Huawei(Performics) Project , Northern Territory Tourism Board (Performics)	0.82	Magicbricks Digital	0.60	4
7	6	Spark Foundry	Mondelez, Marriott, Lenovo	0.59		0.59	3
8	7	Initiative	PTT Corporation Project, MINT (Minor International) Project, ASTRO	0.49	Phone Client	0.19	15
9	9	Universal McCann	Old Town Coffee, Wilson Communication Project, Nestle	0.08	Betadine Throat Spray Project	0.03	1
10	10	Havas Media	De Beers, Electricity Generating Authority of Thailand(EGAT) Project, Saic Maxus Project, Estrella Damm Project	0.02	ARLO	0.02	3
11	11	Wavemaker	Esprit, MELCO/City of Dreams, UNICEF	0.61	United Airlines	-0.12	6
12	8	PHD	HSBC, Huawei Digital, Cetaphil, PhamaCare	0.19	GlaxoSmithKline	-0.16	3
13	13	Starcom	Far Eastone Telecommunications, PTT Exploration and Production Project, Singha Estate Project	0.73	Tourism Authority of Thailand	-0.68	6
14	14	OMD	Ubet AOR, Singtel	0.00	Intel	-1.16	0
						12.5	150

### 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.