



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Oct 2016

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	Ogilvy	MBK Goodwill Project, Ngern Tid Lor, Digital Ventures	4.50		4.50	48
2	2	TBWA	AIS Corporate Project, Rinbee Project, Blend 285 Project	1.69		1.69	12
3	3	Cheil	FMCG Client	1.35		1.35	3
4	5	Saatchi & Saatchi	GSK, KBANK Insurance Project, DTAC Project, Vivo Project	0.93		0.93	6
5	4	J Walter Thompson	KBM Goodwill Project, UNIF, Kwanpen Project, Line Project	0.82		0.82	7
6	6	McCann WorldGroup	SCB Bancassurance, Maybelline Digital Project, 3M Project	0.73		0.73	14
7	7	Dentsu	Samsung Galaxy, TCEP Project, SACICT Project	0.66		0.66	13
8	9	Grey Group	GSK, Kbank, P&G Project	0.49		0.49	3
9	8	DDB	Aquafina Project, Bank of Thailand Project, Mitr Phol Sugar Project	0.41		0.41	4
10	10	Leo Burnett	Generali Insurance Project, Smooth E Project, Harg Central Department Store Project	0.33		0.33	7
11	11	Y&R	Thai Jitan	0.30		0.30	1
12	12	Isobar	Cosmetics Client	0.18		0.18	6
13	13	Publicis	Sanofi Project	0.05		0.05	1
14=	14=	BBDO		0.00		0.00	0
14=	14=	Mullen Lowe		0.00		0.00	0
14=	14=	M&C Saatchi		0.00		0.00	0
14=	14=	Havas Worldwide		0.00		0.00	0
14=	14=	FCB		0.00		0.00	0
						12.4	125

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Oct 2016

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	Mindshare	Sino Pacific, Greater Pharma(Buying), Lucky Me!(Buying)	3.68		3.64	28
2	2	Initiative	Lee Jeans, Taiwan Tourism Bureau Project, Huawei Project	2.15	DKSH Thailand (LEGO)	2.11	17
3	3	Vizeum	Arnott's, Ready Mix, Riku Fruit Juice, Reckitt Benckiser	2.03		2.03	15
4	5	Carat	DreamWorld, Triple T Internet, Ministry of Energy	1.69		1.69	25
5	4	Starcom	King Power Duty Free, MG Car, Revlon, EGAT, Lifestar	1.67		1.65	5
6	7	Dentsu Media	FMCG Client	1.26		1.23	27
7	6	MediaCom	Thai Health, Mandom, Thailand Post, Dhospaak, Greenery Park Mall	1.18		1.18	7
8	8	PHD	High Shopping, Show DC Corp, Singha Sanko, LifeStar Project	1.02		1.02	8
9	9	OMD	Estee Lauder(Digital), Sony Pictures, Obtainment, Apex Media	0.83	Oil Client	0.74	7
10	11	MEC	Mitsubishi Air, Asia Today/ZeeNung, Svenson Hair Care	0.77	Sony Electronics	0.36	13
11	10	Zenith	Karmart, Nova, Siam Health Group, Kbank Life Insurance Project	0.30	Pharma Client	0.20	6
12	12	Havas Media	Ocean Skin, All Inspire Development Project	0.10	JDE	-0.10	5
13	13	Universal McCann	Tourism Australia, Pravit Group, Mundipharma Project, FitBit	0.06	Sony Pictures	-0.34	5
14	14	Maxus		0.00	MG Car	-0.52	0
						14.9	168

### 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.