

## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / July 2019

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	BBDO	Netflix, Tinder, Gulf(Energy)	4.5		4.5	9
2	2	DDB	SECOM, Royal Enfield, Bank Of Agriculture And Agricultural Project	1.5		1.5	12
3	5	Wunderman Thompson	Friesland Campina, Siam Amazing Park, Line webtoon, Unilever Citra Global Pitch	1.4		1.4	8
4	3	Digitas	Tesco online	1.2		1.2	4
5	4	The Media Shop	The Tourism Authority of Thailand	1.0		1.0	1
6	6	VMLY&R	King Power Group Project, Siam Commercial Bank Project, Naraya Project, Heinz Oyster Sauce Project	0.5	TMB	0.5	9
7	7	antics@play	The Tourism Authority of Thailand	0.4		0.4	1
8	28	Ogilvy	Lazada Thailand, The Platinum Group Project, Central Retail Project	1.4	Tinder	0.4	7
9	8	McCann WorldGroup	Groupe SEB Project, ZIHOPE Project, NEO Corporation Project , Thai Wacoal Co., Ltd Project	0.4		0.4	7
10	9	Leo Burnett	TMB, Pringles Project	0.1		0.1	3
11-	10=	Anomaly	Johnnie Walker	0.1		0.1	1
11-	10=	Dentsu	Car Brand Client	1.6		0.1	11
13-	12=	Accenture Interactive	Arla	0.0		0.0	1
13-	12=	Merkley+Partners	Performix	0.0		0.0	1
13-	12=	Online Circle	Barilla	0.0		0.0	1
16	15	Saatchi & Saatchi	Procter & Gamble (Olay) Project	0.0		0.0	1
						<b>11.2</b>	<b>77</b>

## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / July 2019

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	Vizeum	Lazada Limited Contract, Sino-Pacific Trading (Thailand) Co Ltd Contract, EASY BUY Public Company Limited Contract	2.8		2.8	18
2	2	Mindshare	PTT Project, GroupSeb, Wuttisak Clinic Project, Thaismile, Snail 8	2.2		2.2	22
3	6	Carat	Berli Jucker PCL (BJC Foods) Contract, JACOBS DOUWE EGBERTS TH Ltd. (Super Coffee) Contract	2.1	SCG	1.9	16
4	3	denstu X	Tourism Service Company	1.7	Prudential	1.5	26
5	9	MediaCom	UNIQLO, PlayStation	1.2		1.2	5
6	4	Wavemaker	Prudential, Webtoon, Chubb Insurance, The Market, Carabao Dang	1.4	PTT Company	1.1	9
7	5	Zenith	SCG	0.5		0.5	2
8	7	Initiative	Krungsri Bank, M Wrap PROJECT	0.5		0.2	3
9	8	Havas Media	Krungthai AXA Project, NBTC (National Broadcasting Telecommunications Committee Project)	0.2		0.2	4
10	10	Spark Foundry		0.0		0.0	0
11	12	PHD	Singapore Airlines	0.1	Food Supplements Company	-0.2	1
12	13	OMD		0.0	Index Living Mall Project	-0.2	0
13	11	Universal McCann		0.0		-0.5	0
14	14	Starcom	EGAT (Electricity Generating Authority of Thailand) Project	0.1	Carabao Dang	-0.6	1.0
						10.0	107

### 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