

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Aug 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	3	Wunderman Thompson	Friesland Campina, Siam Amazing Park, Line webtoon, Unilever Citra Global Pitch	4.7		4.2	12
3	4	Digitas	Tesco online, Mondelez	1.8		1.8	5
4	2	DDB	SECOM, Royal Enfield, Bank Of Agriculture And Agricultural Project	1.5		1.5	12
5	5	The Media Shop	The Tourism Authority of Thailand	1.0		1.0	1
6	8	Ogilvy	Mondelez, Lazada Thailand, The Platinum Group Project, Central Retail Project	2.0	Tinder	1.0	8
7	6	VMLY&R	King Power Group Project, Siam Commercial Bank Project, Naraya Project, Heinz Oyster Sauce Project	0.5	TMB	0.5	9
8	7	antics@play	The Tourism Authority of Thailand	0.4		0.4	1
9	9	McCann WorldGroup	Nestle Project, Groupe SEB Project, ZIHOPE Project, NEO Corporation Project	0.4		0.4	9
10	10	Leo Burnett	Uniqlo, TMB, Pringles Project	0.2		0.1	4
11-	11=	Anomaly	Johnnie Walker	0.1		0.1	1
11-	11=	Dentsu	Car Brand Clent	1.6		0.1	11
13-	13=	Accenture Interactive	Arla	0.0		0.0	1
13-	13=	Merkley+Partners	Performix	0.0		0.0	1
13-	13=	Online Circle	Barilla	0.0		0.0	1
16	16	Saatchi & Saatchi	Procter & Gamble (Olay) Project	0.0		0.0	1
						15.7	86

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Aug 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	Dyson, Tinder Project, De Warrenne Pictures Project	2.4		2.4	25
3	3	Carat	Vodafone, Berli Jucker PCL (BJC Foods) Contract	2.4	SCG	2.1	17
4	4	denstu X	Tourism Service Company	1.7	Prudential	1.5	26
5	5	MediaCom	UNIQLO, PlayStation	1.2		1.2	5
6	6	Wavemaker	Prudential, Webtoon, Chubb Insurance, The Market, Carabao Dang	1.4	PTT Company	0.9	9
7	7	Zenith	SCG	0.5		0.5	2
8	8	Initiative	Krungsri Bank, M Wrap PROJECT	0.7		0.4	7
9	9	Havas Media	Krungthai AXA Project, NBTC (National Broadcasting Telecommunications Committee Project), Tripadvisor	0.3		0.3	5
10	10	Spark Foundry		0.0		0.0	0
11	11	PHD	Singapore Airlines	0.1	Food Supplements Company	-0.2	1
12	12	OMD		0.0	Index Living Mall Project	-0.2	0
13	13	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
						10.4	116

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.