

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Sep 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	Wunderman Thompson	Friesland Campina, Siam Amazing Park, Line webtoon, Unilever Citra Global Pitch	5.0		4.5	13
3	3	Digitas	Tesco online, Mondelez, Minute Maid Project	1.8		1.8	6
4	4	DDB	Pet Focus Project, Samitivej, SECOM, Royal Enfield	1.5		1.5	14
5	6	Ogilvy	Nestle (Thai) Ltd., Department of Lottery, Mondelez, Lazada Thailand	2.3	Tinder	1.3	10
6	5	The Media Shop	The Tourism Authority of Thailand	1.0		1.0	1
7	11=	Dentsu	Car Brand Client	2.4		0.9	20
8	9	McCann WorldGroup	Mead Johnson / RB Project, FoodPanda Project, SAM Project	0.6		0.6	20
9	7	VMLY&R	King Power Group Project, Siam Commercial Bank Project, Naraya Project, Heinz Oyster Sauce Project	0.5	TMB	0.5	9
10	8	antics@play	The Tourism Authority of Thailand	0.4		0.4	1
11	10	Leo Burnett	Uniqlo, TMB, Pringles Project	0.2		0.1	4
12	11=	Anomaly	Johnnie Walker	0.1		0.1	1
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
						17.4	112

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Sep 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	3.5		3.5	35
2	3	Carat	Vodafone, Berli Jucker PCL (BJC Foods) Contract	3.7	SCG	3.4	26
3	2	Mindshare	Dyson, Tinder Project, De Warrenne Pictures Project	2.4		2.4	25
4	4	denstu X	Tourism Service Company	1.7	Prudential	1.5	26
5	13	Universal McCann	FINN Mobile	1.9		1.3	2
6	5	MediaCom	UNIQLO, PlayStation	1.2		1.2	5
7	8	Initiative	Krungsri Bank, M Wrap PROJECT	1.4		1.1	11
8	7	Zenith	SCG	0.5		0.5	2
9	9	Havas Media	Krungthai AXA Project, NBTC (National Broadcasting Telecommunications Committee Project), Tripadvisor	0.3		0.3	5
10	6	Wavemaker	Prudential, Webtoon, Chubb Insurance, The Market, Carabao Dang	1.4	PTT Company	0.2	9
11	14	Starcom	EGAT (Electricity Generating Authority of Thailand) Project	0.3	Carabao Dang	-0.4	2
12	11	PHD	Singapore Airlines	0.1	Food Supplements Company	-0.6	1
13	12	OMD	Index Living Mall Project	0.0		-1.6	0
						12.8	149

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.