

## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Nov 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	Wunderman Thompson	Beiersdorf healthcare brands, Sansiri, Friesland Campina, Siam Amazing Park	6.0		5.3	16
2	2	BBDO	Netflix, Tinder, Gulf(Energy)	4.5		4.5	9
3	3	Ogilvy	Robinson PCL Project, Nestle (Thai) Ltd., Department of Lottery	3.5	Tinder	2.5	14
4	8	McCann WorldGroup	GSK pharmaceuticals, SCG, SC Capital Project, Weber Shandwick Project, Mead Johnson / RB Project	1.9		1.9	26
5	4	Digitas	Tesco online, Mondelez, Minute Maid Project	1.8		1.8	6
6	5	DDB	Goldenland, Samitivej, Pet Focus Project, Samitivej, SECOM, Royal Enfield	1.5		1.5	16
7	21	Publicis		1.5		1.5	3
8	6	The Media Shop	The Tourism Authority of Thailand	1.0		1.0	1
9	7	Dentsu	Car Brand Client	2.4		0.9	20
10	12	Leo Burnett	Beiersdorf (Nivea), PTT Exploration and Production PCL Project, Uniqlo, TMB	0.9		0.7	7
11	9	antics@play	The Tourism Authority of Thailand	0.4		0.4	1
12	10	VMLY&R	King Power Group Project, Siam Commercial Bank Project, Naraya Project, Heinz Oyster Sauce Project	0.5	TMB	0.3	9
13	11	MullenLowe Group	Bayer OTC brands	0.2		0.2	1
14	13	Anomaly	Johnnie Walker	0.1		0.1	1
15	14=	Saatchi & Saatchi	Procter & Gamble (Olay) Project	0.0		0.0	2
16	14=	Merkley+Partners	Performix	0.0		0.0	1
						<b>21.6</b>	<b>134</b>

## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Nov 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	3	Mindshare	Brand's Suntory, Thai Oppo Project, PTT Project	4.4		4.3	37
2	1	Vizeum	Lazada Limited Contract, Sino-Pacific Trading (Thailand) Co Ltd Contract, EASY BUY Public Company Limited Contract	3.5		3.5	35
3	2	Carat	Vodafone, Berli Jucker PCL (BJC Foods) Contract	3.7	SCG	3.4	26
4	4	denstu X	Tourism Service Company	1.7	Prudential	1.5	26
5	5	Zenith	SCG, The Walt Disney Company	1.5		1.5	3
6	6	Universal McCann	FINN Mobile	1.9	Vitamilk	1.3	2
7	7	MediaCom	UNIQLO, PlayStation	1.2		1.2	5
8	8	Initiative	Krungsri Bank, M Wrap PROJECT	1.4	Brand's Suntory	0.4	11
9	9	Wavemaker	Prudential, Webtoon, Chubb Insurance, The Market, Carabao Dang	1.6	PTT Company	0.3	10
10	10	Havas Media	Krungthai AXA Project, NBTC (National Broadcasting Telecommunications Committee Project), Tripadvisor	0.3		0.1	5
11	11	Starcom	EGAT (Electricity Generating Authority of Thailand) Project	0.4	Carabao Dang	-0.3	3
12	12	PHD	Singapore Airlines	0.1	Food Supplements Company	-0.8	1
13	13	OMD		0.0	Index Living Mall Project	-1.6	0
						14.7	164

### 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.