





## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Jan 2020

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	2	Mindshare	Kasikorn Bank Project, Thai Airways(Search and Social), PTTEP	1.0	Kasikorn Bank Project	0.7	9
2	8	Initiative	TCP Group	0.6		0.6	1
3	6	Universal McCann	Emirates Airlines	0.2		0.2	1
4	7	MediaCom	Hasbro	0.0	Goon Baby Diapers	0.0	1
5	1	Vizeum		0.0		0.0	0
6	3	Carat		0.0		0.0	0
7	4	dentsu X		0.0		0.0	0
8	5	Zenith		0.0		0.0	0
9	9	Wavemaker		0.0		0.0	0
10	10	Spark Foundry		0.0		0.0	0
11	12	Starcom		0.0		0.0	0
12	13	PHD		0.0		0.0	0
13	14	OMD		0.0	Hasbro	0.0	0
14	11	Havas Media		0.0	Emirates Airlines	-0.2	0
						1.2	12

### 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.