

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Feb 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	1	Mindshare	LINE BK, Kasikorn Bank Project, Thai Airways(Search and Social), PTTEP	1.2		1.2	10
2	2	Initiative	TCP Group, Mistine, Kubota, Nizoral	0.8		0.8	4
3	12	PHD	Diageo	0.5		0.5	1
4	3	Universal McCann	Emirates Airlines	0.2		0.2	1
5	4	MediaCom	Hasbro, Merck Digital	0.1	Goon Baby Diapers	0.1	2
6	11	Starcom	Finance Client	0.1		0.1	2
7	5	Vizeum		0.0		0.0	0
8	7	dentsu X		0.0		0.0	0
9	8	Zenith		0.0		0.0	0
10	9	Wavemaker		0.0		0.0	0
11	10	Spark Foundry		0.0		0.0	0
12	13	OMD		0.0	Hasbro	0.0	0
13	14	Havas Media		0.0	Emirates Airlines	-0.2	0
14	6	Carat		0.0	Diageo	-0.5	0
						2.1	20

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.