

2020 CREATIVE 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	4	BBDO	Siam Regal Co., Ltd. Project, True Vision Project, JD Central e- commerce	1.0		1.0	3
2	1	Ogilvy	Banpu Infinergy Co Ltd Project	1.0		1.0	4
3	6	Wunderman Thompson	Pharm Client	0.8		0.8	3
4	2	VMLY&R	Intel, Dolfin Project, PWP Project	0.7		0.7	3
5	25	Havas Worldwide	Electricity Generating Authority Of Thailand Project	0.5		0.5	1
6	5	DDB	Thai Churos, SMM Market Project, Betargro Facebook Maintenance Project	0.5		0.5	6
7	3	Grey Group	Line Bank, Singha Beer	0.1		0.1	2
8	8	Digitas	BOI Project	0.0		0.0	1

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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 Sm)	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 R0I.