

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Mar 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	Ogilvy	Banpu Infinergy Co Ltd Project	1.6		1.6	6
2	1	BBDO	Rexona Project, Bangkok Life Assurance, Siam Regal Co., Ltd. Project, True Vision Project, JD Central e-commerce	1.1		1.1	5
3	3	Wunderman Thompson	Pharm Client	1.1		1.1	5
4	4	VMLY&R	Intel, Dolfin Project, PWP Project	0.7		0.7	3
5	5	Havas Worldwide	Electricity Generating Authority Of Thailand Project	0.5		0.5	1
6	6	DDB	Thai Churos, SMM Market Project, Betargro Facebook Maintenance Project	0.5		0.5	6
7	7	Grey Group	Line Bank, Singha Beer	0.1		0.1	2
8	9	McCann WorldGroup	Reckitt Benkinser Project, Thai Wacoal Project	0.0		0.0	2
9	8	Digitas	BOI Project	0.0		0.0	1
						5.4	31

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Mar 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	14	Carat	IT Client	2.7	Diageo	2.2	19
2	1	Mindshare	LINE BK, Kasikorn Bank Project, Thai Airways(Search and Social), PTTEP	1.2		1.2	10
3	2	Initiative	Yakult, TCP Group, Mistine, Kubota, Nizoral	0.9		0.9	5
4	4	Universal McCann	Emirates Airlines, Food Panda, Big C Digital, Kito	0.6		0.6	4
5	3	PHD	Diageo	0.5		0.5	1
6	5	MediaCom	Hasbro, Merck Digital	0.1	Goon Baby Diapers	0.1	2
7	6	Starcom	Finance Client	0.1		0.1	2
8	7	Vizeum		0.0		0.0	0
9	8	dentsu X		0.0		0.0	0
10	9	Zenith		0.0		0.0	0
11	10	Wavemaker		0.0		0.0	0
12	11	Spark Foundry		0.0		0.0	0
13	12	OMD		0.0	Hasbro	0.0	0
14	13	Havas Media		0.0	Emirates Airlines	-0.2	0
						5.3	43

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.