

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Apr 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	Carat	IT Client	2.7	Diageo	2.2	19
2	2	Mindshare	Yara, LINE BK, Kasikorn Bank Project, Thai Airways(Search and Social), PTTEP	1.3		1.3	11
3	3	Initiative	Yakult, TCP Group, Mistine, Kubota, Nizoral	1.0		1.0	7
4	4	Universal McCann	Emirates Airlines, Food Panda, Big C Digital, Kito	0.6		0.6	4
5	5	PHD	Diageo	0.5		0.5	1
6	6	MediaCom	Hasbro, Merck Digital	0.1	Goon Baby Diapers	0.1	2
7	7	Starcom	Finance Client	0.1		0.1	2
8	8	Vizeum		0.0		0.0	0
9	10	Zenith		0.0		0.0	0
10	11	Wavemaker		0.0		0.0	0
11	12	Spark Foundry		0.0		0.0	0
12	13	OMD		0.0	Hasbro	0.0	0
13	9	dentsu X		0.0	Yara	-0.1	0
14	14	Havas Media		0.0	Emirates Airlines	-0.2	0
						5.4	46

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.