

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Apr 2020

| RANK THIS<br>MONTH | RANK LAST<br>MONTH | AGENCY             | RECENT WINS   | ESTIMATED YTD WIN REVENUE (USD \$ m) | RECENT LOSSES | ESTIMATED OVERALL YTD REVENUE (USD \$m) | No.of<br>Wins |
|--------------------|--------------------|--------------------|---|--------------------------------------|---------------|---|---------------|
| 1                  | 1                  | Ogilvy             | Banpu Infinergy Co Ltd Project  | 1.6                                  |               | 1.6                                     | 7             |
| 2                  | 2                  | BBDO               | Rexona Project, Bangkok Life<br>Assurance, Siam Regal Co., Ltd.<br>Project, True Vision Project, JD<br>Central e-commerce | 1.1                                  |               | 1.1                                     | 5             |
| 3                  | 3                  | Wunderman Thompson | Pharm Client  | 1.1                                  |               | 1.1                                     | 5             |
| 4                  | 6                  | DDB                | BAAC Project, TCG Project, Amcovet<br>Project, Thai Churos, SMM Market<br>Project   | 0.9                                  |               | 0.9                                     | 10            |
| 5                  | 4                  | VMLY&R             | Intel, Dolfin Project, PWP Project  | 0.7                                  |               | 0.7                                     | 3             |
| 6                  | 5                  | Havas Worldwide    | Electricity Generating Authority Of<br>Thailand Project   | 0.5                                  |               | 0.5                                     | 1             |
| 7                  | 7                  | Grey Group         | Line Bank, Singha Beer  | 0.2                                  |               | 0.2                                     | 6             |
| 8                  | 8                  | McCann WorldGroup  | Nestle Project, L'Oreal Project,<br>Reckitt Benkinser Project, Thai<br>Wacoal Project                                     | 0.1                                  |               | 0.1                                     | 5             |
| 9                  | 9                  | Digitas            | BOI Project   | 0.0                                  |               | 0.0                                     | 1             |
|                    |                    |                    |   |                                      |               |   |               |
|                    |                    |                    |   |                                      |               |   |               |
|                    |                    |                    |   |                                      |               |   |               |
|                    |                    |                    |   |                                      |               |   |               |
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## **2020 MEDIA AGENCIES NEW BUSINESS LEAGUE**

Thailand / Apr 2020

| RANK THIS<br>MONTH | RANK LAST<br>MONTH | AGENCY           | RECENT WINS  | ESTIMATED YTD<br>WIN REVENUE<br>(USD \$ m) | RECENT LOSSES     | ESTIMATED OVERALL YTD REVENUE (USD \$m) | No.of<br>Wins |
|--------------------|--------------------|------------------|--|--|-------------------|---|---------------|
| 1                  | 1                  | Carat            | IT Client  | 2.7  | Diageo            | 2.2                                     | 19            |
| 2                  | 2                  | Mindshare        | Yara, LINE BK, Kasikorn Bank<br>Project, Thai Airways(Search and<br>Social), PTTEP | 1.3  |                   | 1.3                                     | 11            |
| 3                  | 3                  | Initiative       | Yakult, TCP Group, Mistine, Kubota,<br>Nizoral                                     | 1.0  |                   | 1.0                                     | 7             |
| 4                  | 4                  | Universal McCann | Emirates Airlines, Food Panda, Big C<br>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 R0I.

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