2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / May 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	Ogilvy	C.P. Group Project, Banpu Infinergy Co Ltd Project	2.1		2.1	8
2	2	Wunderman Thompson	Pharm Client	1.2		1.2	7
3	3	BBDO	Rexona Project, Bangkok Life Assurance, Siam Regal Co., Ltd. Project, True Vision Project, JD Central e-commerce	1.1		1.1	5
4	4	DDB	BAAC Project, TCG Project, Amcovet Project, Thai Churos, SMM Market Project	0.9		0.9	10
5	5	VMLY&R	Intel, Dolfin Project, PWP Project	0.7		0.7	3
6	6	Havas Worldwide	Electricity Generating Authority Of 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, Reckitt Benkinser Project, Thai Wacoal Project	0.1		0.1	5
9	9	Digitas	BOI Project	0.0		0.0	1

2020(Jan-May)	6.7	47
2019(Jan-May)	9.0	57
YoY Comparison:	-26.3%	-17.5%

R3 WORLDWIDE

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / May 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, PTTOR Project, Thai Airways(Search and Social), PTTEP	1.4		1.4	12
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	7	Starcom	Finance Client	0.2		0.2	5
7	6	MediaCom	Hasbro, Merck Digital	0.1	Goon Baby Diapers	0.1	2
8	10	Wavemaker	Ovaltine Project, Quickfood	0.0		0.0	2
9	8	Vizeum		0.0		0.0	0
10	9	Zenith		0.0		0.0	0
11	11	Spark Foundry		0.0		0.0	0
12	12	OMD		0.0	Hasbro	0.0	0
13	13	dentsu X		0.0	Yara	-0.1	0
14	14	Havas Media		0.0	Emirates Airlines	-0.2	0

2020(Jan-May)	5.6	52
2019(Jan-May)	7.3	62
YoY Comparison:	-23.5%	-16.1%

2020 Creative & Media (Jan-May)	12.3	99
2019 Creative & Media (Jan-May)	16.4	119
YoY Comparison:	-25.0%	-16.8%

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.