

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / June 2020

RANK THIS Month	RANK LAST MONTH	AGENCY	<b>RECENT WINS</b>	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	Shell Project	1.4		1.4	9
3	3	BBDO	Rexona Project, Bangkok Life Assurance, Siam Regal Co., Ltd. Project, True Vision Project, JD Central e-commerce	1.1		1.1	6
4	4	DDB	TCG, BAAC Project, Amcovet Project, Thai Churos, SMM Market Project	0.9		0.9	11
5	5	VMLY&R	Intel, Dolfin Project, PWP Project	0.7		0.7	3
6	12	Dentsu	SCG Packaging Project	0.7		0.7	9
7	6	Havas Worldwide	Electricity Generating Authority Of Thailand Project	0.5		0.5	1
8	7	Grey Group	Line Bank, Singha Beer	0.2		0.2	6
9	8	McCann WorldGroup	Galderma Project, Nestle Project, L'Oreal Project, Reckitt Benkinser Project	0.1		0.1	6
10	9	Digitas	BOI Project	0.0		0.0	1

61	7.5	2020(Jan-Jun)	
62	9.4	2019(Jan-Jun)	
-1.6%	-19.6%	YoY Comparison:	



## **2020 MEDIA AGENCIES NEW BUSINESS LEAGUE**

## Thailand / June 2020

RANK THIS MONTH	RANK LAST MONTH	AGENCY	<b>RECENT WINS</b>	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD Sm)	No.of Wins
1	1	Carat	Mass Marketing Company, Minor Food Group, Provincial Electricity Authority Project	3.3	Diageo	2.8	23
2	2	Mindshare	Yara, LINE BK, PTTOR Project, Thai Airways(Search and Social), PTTEP	1.4		1.4	12
3	13	dentsu X		1.3	Yara	1.2	31
4	3	Initiative	Yakult, TCP Group, Mistine, Kubota, Nizoral	1.0		1.0	8
5	12	OMD		0.7	Hasbro	0.6	1
6	4	Universal McCann	Emirates Airlines, Food Panda, Big C Digital, Kito	0.6		0.6	4
7	5	PHD	Diageo	0.5		0.5	4
8	6	Starcom	Finance Client	0.2		0.2	6
9	7	MediaCom	Hasbro, Merck Digital	0.1	Goon Baby Diapers	0.1	2
10	9	Vizeum		0.0		0.0	0
11	10	Zenith		0.0		0.0	0
12	11	Spark Foundry		0.0		0.0	0
13	14	Havas Media		0.0	Emirates Airlines	-0.2	0
14	8	Wavemaker	Ovaltine Project, Quickfood	0.0		-0.3	2
					2020(Jan-Jun)	7.9	93

2020(Jan-Jun)	1.3	33
2019(Jan-Jun)	7.2	67
YoY Comparison:	9.4%	38.8%

2020 Creative & Media (Jan-Jun)	15.5	154
2019 Creative & Media (Jan-Jun)	16.6	129
YoY Comparison:	-6.9%	19.4%

## 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.