

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / June 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	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
						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 ROI.