



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Aug 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	Central Familymart Project, Tencent Thailand Project	3.2		3.2	18	
2	2	Wunderman Thompson	Electrolux East Asia, Shell Project	3.0		3.0	15	
3	3	BBDO	Rexona Project, Bangkok Life Assurance, Siam Regal Co., Ltd. Project, True Vision Project, JD Central e-commerce	1.3		1.3	10	
4	4	DDB	ADDA Project, Empower Steel Project, Bingostar Project, Panasonic TV Project	1.0		1.0	17	
5	5	VMLY&R	Panyadee International School Project, International Pet Food Project	0.9		0.9	6	
6	6	Dentsu	SCG Packaging Project	0.7		0.7	9	
7	7	Havas Worldwide	Electricity Generating Authority Of Thailand Project	0.5		0.5	1	
8	8	Grey Group	Line Bank, Singha Beer	0.2		0.2	6	
9	9	McCann WorldGroup	Advanced Info Service (AIS) Project, CESPRI Project, Galderma Project	0.1		0.1	8	
10	10	Digitas	BOI Project	0.0		0.0	1	
						2020(Jan-Aug)	10.7	93
						2019(Jan-Aug)	15.7	86
						YoY Comparison:	-31.9%	8.1%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Aug 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	5	Initiative	MK Restaurant, Thai Nakorn Pattana (Preme Nobu) Project, Thailand Post	1.2		1.2	12	
4	3	Universal McCann	Emirates Airlines, Food Panda, Big C Digital, Kito, Lazada, Q Min C, KTB Next	1.2		1.2	8	
5	4	dentsu X	Finance Client	1.3	Yara	1.2	31	
6	6	OMD	Danone	0.7	Hasbro	0.6	1	
7	7	PHD	Diageo	0.5		0.5	4	
8	8	Zenith	Disney+	0.3		0.3	2	
9	9	Starcom	Finance Client	0.2		0.2	6	
10	10	MediaCom	Hasbro, Merck Digital	0.1	Goon Baby Diapers	0.1	2	
11	12	Wavemaker	EXIM Bank, Ovaltine Project, Quickfood, KWG Insurance, Dek Som Boon	0.2		-0.1	5	
12	11	Havas Media		0.0	Emirates Airlines	-0.2	0	
13	13	Vizeum		0.0	Lazada	-0.4	0	
						2020(Jan-Aug)	8.9	106
						2019(Jan-Aug)	10.4	116
						YoY Comparison:	-15.0%	-8.6%
						2020 Creative & Media (Jan-Aug)	19.6	199
						2019 Creative & Media (Jan-Aug)	26.1	202
						YoY Comparison:	-25.2%	-1.5%

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.