

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / July 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	Philip Morris Project, NocNoc Project, Blackmores Project	2.6		2.6	16
2	2	Wunderman Thompson	Shell Project	2.0		2.0	11
3	3	BBDO	Rexona Project, Bangkok Life Assurance, Siam Regal Co., Ltd. Project, True Vision Project, JD Central e-commerce	1.2		1.2	8
4	4	DDB	Empower Steel Project, Bingostar Project, Panasonic TV Project	1.0		1.0	16
5	5	VMLY&R	International Pet Food Project, Intel, Dolfin Project, PWP Project	0.9		0.9	5
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	CESPRI Project, Galderma Project, Nestle Project, L'Oreal Project	0.1		0.1	7
10	10	Digitas	BOI Project	0.0		0.0	1

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2020(Jan-Jul)	9.0	81
2019(Jan-Jul)	11.2	77
YoY Comparison:	-19.1%	5.2%



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

Thailand / July 2020

RANK THIS Month	RANK LAST MONTH	AGENCY	RECENT WINS	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	6	Universal McCann	Emirates Airlines, Food Panda, Big C Digital, Kito, Lazada, Q Min C, KTB Next	1.2		1.2	8
4	3	dentsu X	Finance Client	1.3	Yara	1.2	31
5	4	Initiative	Yakult, TCP Group, Mistine, Kubota, Nizoral	1.0		1.0	8
6	5	OMD	Danone	0.7	Hasbro	0.6	1
7	7	PHD	Diageo	0.5		0.5	4
8	11	Zenith	Disney+	0.3		0.3	2
9	8	Starcom	Finance Client	0.2		0.2	6
10	9	MediaCom	Hasbro, Merck Digital	0.1	Goon Baby Diapers	0.1	2
11	13	Havas Media		0.0	Emirates Airlines	-0.2	0
12	14	Wavemaker	Ovaltine Project, Quickfood, KWG Insurance, Dek Som Boon	0.2		-0.2	4
13	10	Vizeum		0.0	Lazada	-0.4	0

2020(Jan-Jul)	8.6	101
2019(Jan-Jul)	10.0	107
YoY Comparison:	-13.8%	-5.6%

2020 Creative & Media (Jan-Jul)	17.7	182
2019 Creative & Media (Jan-Jul)	21.2	184
YoY Comparison:	-16.6%	-1.1%

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.