



## 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 \$ 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	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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.