





## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Sep 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	A.P. Honda, TOA Paint Project, Mass Marketing Company, Minor Food Group	4.0	Diageo	3.5	26
2	5	dentsu X	Finance Client	1.8	Yara	1.7	45
3	2	Mindshare	Yara, LINE BK, PTTOR Project, Thai Airways(Search and Social), PTTEP	1.4		1.4	12
4	3	Initiative	MK Restaurant, Thai Nakorn Pattana (Preme Nobu) Project, Thailand Post	1.2		1.2	12
5	4	Universal McCann	Emirates Airlines, Food Panda, Big C Digital, Kito, Lazada, Q Min C, KTB Next	1.2		1.2	8
6	7	PHD	Diageo	0.7		0.7	5
7	6	OMD	Danone	0.7	Hasbro	0.6	1
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, Uber	0.2	Goon Baby Diapers	0.2	3
11	13	Vizeum	Tefal, Allianz Ayudhaya, Samyang Buldak Noodle	0.5	Lazada	0.2	12
12	11	Wavemaker	EXIM Bank, Uvaitine Project, Quickfood, KWG Insurance, Dek Sam Boon	0.2		-0.1	5
13	12	Havas Media		0.0	Emirates Airlines	-0.2	0

2020(Jan-Sep) 10.9 137

2019(Jan-Sep) 12.8 149

YoY Comparison: -14.5% -8.1%

2020 Creative & Media (Jan-Sep) 24.8 256

2019 Creative & Media (Jan-Sep) 30.1 261

YoY Comparison: -17.6% -1.9%

### 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.