

2020 CREATIVE 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	Ogilvy	Ramkhamhaeng Hospital PCL Project, Central Familymart Project, Tencent Thailand Project	4.0		4.0	23
2	2	Wunderman Thompson	Electrolux East Asia, Shell Project	3.3		3.1	16
3	6	Dentsu	SCG Packaging Project	2.4		2.4	15
4	3	BBDO	Rexona Project, Bangkok Life Assurance, Siam Regal Co., Ltd. Project, True Vision Project, JD Central e-commerce	1.3		1.3	10
5	4	DDB	Bangchak Diesel Project, ADDA Project, Empower Steel Project	1.0		1.0	18
6	5	VMLY&R	Panyadee International School Project, International Pet Food Project	0.9		0.9	6
7	8	Grey Group	Boonrawd Trading Project, Reckitt Benckiser Project, The Minor Group	0.6		0.6	18
8	7	Havas Worldwide	Electricity Generating Authority Of Thailand Project	0.5		0.5	1
9	11	Publicis		0.3		0.3	1
10	9	McCann WorldGroup	Advanced Info Service (AIS) Project, CESPRI Project, Galderma Project	0.1		0.1	8
11	10	Digitas	BOI Project	0.0		0.0	1
					2020(Jan-Sep)	13.9	119
					2019(Jan-Sep)	17.4	112

YoY Comparison:

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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, Ovaitine Project, Quickfood, KWG Insurance, Dek	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)		261

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.

-1.9%

YoY Comparison:

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