

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Oct 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	4.6		4.6	26	
2	2	Wunderman Thompson	Electrolux East Asia, Shell Project	3.5		3.3	17	
3	3	Dentsu	SCG Packaging Project	2.4		2.4	15	
4	4	BBDO	Rexona Project, Bangkok Life Assurance, Siam Regal Co., Ltd. Project, True Vision Project, JD Central e-commerce	1.4		1.4	11	
5	5	DDB	Kewpie Project, Bangchak Diesel Project, ADDA Project, Empower Steel Project	1.0		1.0	19	
6	6	VMLY&R	ESHR Project , Panyadee International School Project, International Pet Food Project	0.9		0.9	7	
7	7	Grey Group	Union Medical (Juv Skincare) Project, Boonrawd Trading Project	0.6		0.6	19	
8	8	Havas Worldwide	Electricity Generating Authority Of Thailand Project	0.5		0.5	1	
9	9	Publicis	Automotive Client	0.3		0.3	1	
10	10	McCann WorldGroup	Advanced Info Service (AIS) Project, CESPRI Project, Galderma Project	0.1		0.1	8	
11	-	Brilliant & Million	Kbank Digital Project	0.1		0.1	3	
12	11	Digitas	BOI Project	0.0		0.0	1	
						2020(Jan-Oct)	14.9	130
						2019(Jan-Oct)	18.7	124
						YoY Comparison:	-20.3%	4.8%

## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Oct 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	2	dentsu X	Finance Client	1.8	Yara	1.7	45
3	3	Mindshare	Yara, LINE BK, PTTOR Project, Thai Airways(Search and Social), PTTEP	1.7		1.7	16
4	4	Initiative	MK Restaurant, Thai Nakorn Pattana (Preme Nobu) Project, Thailand Post	1.2		1.2	12
5	5	Universal McCann	Homepro, Emirates Airlines, Food Panda, Big C Digital, Kito, Lazada	1.2		1.2	9
6	6	PHD	Swisse, Diageo	0.8		0.8	6
7	7	OMD	Danone	0.7	Hasbro	0.6	1
8	10	MediaCom	Hasbro, Merck Digital, Uber	0.5	Goon Baby Diapers	0.5	4
9	8	Zenith	Disney+	0.3		0.3	2
10	9	Starcom	Finance Client	0.2		0.2	6
11	11	Vizeum	Tefal, Allianz Ayudhaya, Samyang Buldak Noodle	0.5	Lazada	0.2	12
12	12	Wavemaker	CP Pet Food, Zen Group Project, EXIM Bank, Ovaltine Project, Quickfood	0.2		-0.1	7
13	13	Havas Media		0.0	Emirates Airlines	-0.2	0

2020(Jan-Oct) **11.6** **146**

2019(Jan-Oct) **12.9** **152**

YoY Comparison: **-9.7%** **-3.9%**

2020 Creative & Media (Jan-Oct) **26.5** **276**

2019 Creative & Media (Jan-Oct) **31.6** **276**

YoY Comparison: **-16.0%** **0.0%**

### 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.