

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Nov 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	2	Wunderman Thompson	DTAC Project, Hi-Q Food Products, Electrolux East Asia, Shell Project	5.8		5.6	20	
2	1	Ogilvy	Kasikorn Bank PCL. Project, Noble Development Project, TIKTOK Project	5.4		5.4	36	
3	3	Dentsu	SCG Packaging Project	2.4		2.4	15	
4	4	BBD0	Rexona Project, Bangkok Life Assurance, Siam Regal Co., Ltd. Project, True Vision Project, JD Central e-commerce	1.4		1.4	11	
5	6	VMLY&R	Danon Milnutrisure Project, GPSC Project, ESHR Project	1.0		1.0	9	
6	5	DDB	Kewpie Project, Bangchak Diesel Project, ADDA Project, Empower Steel Project	1.0		1.0	19	
7	7	Grey Group	Union Medical (Juv Skincare) Project, Boonrawd Trading Project	0.6		0.6	19	
8	9	Publicis	Visa Production	0.6		0.6	2	
9	8	Havas Worldwide	Electricity Generating Authority Of Thailand Project	0.5		0.5	1	
10	10	McCann WorldGroup	Advanced Info Service (AIS) Project, CESPRI Project, Galderma Project	0.1		0.1	9	
11	11	Brilliant & Million	Kbank Digital Project	0.1		0.1	4	
12	12	Digitas	BOI Project	0.0		0.0	1	
						2020(Jan-Nov)	18.4	148
						2019(Jan-Nov)	21.6	134
						YoY Comparison:	-14.8%	10.4%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Nov 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	3	Mindshare	Tesco, AIA, Yara, LINE BK, PTTOR Project, Thai Airways(Search and Social), PTTEP	3.8		3.8	19
2	1	Carat	A.P. Honda, TOA Paint Project, Mass Marketing Company, Minor Food Group	4.0	Diageo	3.5	26
3	2	dentsu X	Finance Client	1.8	Yara	1.7	45
4	4	Initiative	IVY, Government Lottery Authority Project, MK Restaurant	1.4		1.4	14
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	8	MediaCom	Hasbro, Merck Digital, Uber	0.5	Goon Baby Diapers	0.5	4
9	9	Zenith	Disney+	0.3		0.3	2
10	10	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	Philips, CP Pet Food, Zen Group Project, EXIM Bank, Ovaltine Project, Quickfood	0.4		0.1	9
13	13	Havas Media		0.0	Emirates Airlines	-0.2	0

2020(Jan-Nov) 14.1 153

2019(Jan-Nov) 14.7 164

YoY Comparison: -4.4% -6.7%

2020 Creative & Media (Jan-Nov) 32.5 301

2019 Creative & Media (Jan-Nov) 36.3 298

YoY Comparison: -10.6% 1.0%

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 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 ROI.