

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Dec 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	BBDO	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-Dec)	20.3	183
						2019(Jan-Dec)	22.2	138
						YoY Comparison:	-8.6%	32.6%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Dec 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	dentsu X	Finance Client	4.5	Yara	4.4	68
2	2	Carat	Watsons, TAP Trading, A.P. Honda Wing Center	4.9	Diageo	4.4	36
3	1	Mindshare	Tesco, AIA, Yara, LINE BK, PTTOR Project, Thai Airways(Search and Social), PTTEP	3.8		3.8	20
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	10	Starcom	Coke	1.2		1.2	7
7	6	PHD	Swisse, Diageo	0.8		0.8	6
8	8	MediaCom	Fanta, Sprite, Minute Maid Digital Media, Hasbro, Merck Digital, Uber	0.8	Goon Baby Diapers	0.7	5
9	7	OMD	Danone	0.7	Hasbro	0.6	1
10	11	Vizeum	Premier Marketing Public Company, Tia Ngee Hiang (Chao Sua), Department of National Park Project	0.7	Lazada	0.4	16
11	9	Zenith	Disney+	0.3		0.3	2
12	12	Wavemaker	Unicharm (Cambodia) Project, Philips, CP Pet Food, Zen Group Project, EXIM Bank, Ovaltine Project, Quickfood	0.4		0.1	10
13	13	Havas Media		0.0	Emirates Airlines	-0.2	0

2020(Jan-Dec) 19.1 194

2019(Jan-Dec) 16.5 199

YoY Comparison: 15.7% -2.5%

2020 Creative & Media (Jan-Dec) 39.5 377

2019 Creative & Media (Jan-Dec) 38.8 337

YoY Comparison: 1.8% 11.9%

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 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.