

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Feb 2021

| 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 | Wunderman Thompson | Tyson Foods Project, Unif Thailand, DTAC Project, Ford Project | 4.2 | | 4.2 | 9 |
| 2 | 2 | VMLY&R | Nebula Project | 2.0 | | 2.0 | 2 |
| 3 | 3 | Ogilvy | Calbee Ebisen Project, Thai Life Insurance Project, LINE Project | 1.8 | | 1.8 | 17 |
| 4 | 4 | Digitas | Board of Investment of Thailand (BOI) Project | 0.1 | | 0.1 | 1 |
| 5 | 9 | DDB | Berli Jucker PLC (BJC Line OA) Project | 0.0 | | 0.0 | 1 |
| 6 | 12 | McCann WorldGroup | Twilio Project | 0.0 | | 0.0 | 1 |
| 7 | 5 | Leo Burnett | PubG Mobile Project | 0.0 | | 0.0 | 1 |
| 8 | 6 | Brilliant & Million | Coco Max Project | 0.0 | | 0.0 | 1 |
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| | | | | | 2021 (Jan-Feb): | 7.0 | 33 |
| | | | | | 2020 (Jan-Feb): | 0.9 | 9 |
| | | | | | YoY Comparison: | 664.9% | 266.7% |

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2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Feb 2021

| 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 | 6 | Initiative | KFC | 0.8 | | 0.8 | 1 |
| 2 | 11 | Wavemaker | Isuzu Motor, Zen Restaurant, Variety Food | 0.2 | | 0.2 | 6 |
| 3 | 1 | PHD | PTT (Petroleum Authority of Thailand) | 0.2 | | 0.2 | 1 |
| 4 | 3 | Universal McCann | Tasto, Eastspring | 0.1 | | 0.1 | 2 |
| 5 | 2 | Mindshare | AIS Project | 0.1 | | 0.1 | 1 |
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| | | | | | 2021 (Jan-Feb): | 1.0 | 11 |
| | | | | | 2020 (Jan-Feb): | 2.1 | 20 |
| | | | | | YoY Comparison: | -52.6% | -45.0% |
| | | | | | | | |
| | | | | | 2021 Creative & Media ((Jan- Feb)) | 8.0 | 44 |
| | | | | | 2020 Creative & Media ((Jan- Feb)) | 3.0 | 29 |
| | | | | | YoY Comparison: | 166.6% | 51.7% |

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.