





## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Jan 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	7	PHD	PTT (Petroleum Authority of Thailand)	0.2		0.2	1	
2	3	Mindshare	AIS Project	0.1		0.1	1	
3	5	Universal McCann	Tasto	0.0		0.0	1	
						2021 Jan:	0.1	3
						2020 Jan:	1.2	12
						YoY Comparison:	-93.8%	-75.0%
						2021 Creative & Media (Jan)	4.7	22
						2020 Creative & Media (Jan)	2.1	21
						YoY Comparison:	121.2%	4.8%

**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.