

2021 CREATIVE 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	1	Wunderman Thompson	DTAC Project, Ford Project	2.4		2.4	5
2	5	VMLY&R	Nebula Project	2.0		2.0	2
3	2	Ogilvy	Tourism Authority of Thailand Project, Nestlé, DTAC Project	1.2		1.2	9
4	12	Digitas	Board of Investment of Thailand (BOI) Project	0.1		0.1	1
5	29	Leo Burnett	PubG Mobile Project	0.0		0.0	1
6	10	Brilliant & Million	Coco Max Project	0.0		0.0	1
					2021 Jan:	4.7	19

2020 Jan:	0.9	9
YoY Comparison:	405.7%	111.1%



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 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.