

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Mar 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	TREG MQDC, Central Group, Tyson Foods Project, Unif Thailand, DTAC Project, Ford Project	4.4		4.4	11
2	3	Ogilvy	BTS GROUP Project, Thai Life Insurance, Calbee Ebisen Project	2.2		2.2	22
3	2	VMLY&R	Nebula Project, Boots Project, Intel Project	2.1		2.1	4
4	4	Digitas	Board of Investment of Thailand (BOI) Project	0.1		0.1	2
5	7	Leo Burnett	PubG Mobile Project, Thai Oil PCL Project, Line BK Project	0.1		0.1	4
6	11	Grey Group	Nestle Portfolio Brands Project, Rare Beverages Project, Siam Cement Group Project	0.1		0.1	5
7	9	Dentsu	Dole Thailand Limited Project	0.1		0.1	2
8	5	DDB	Berli Jucker PLC (BJC Line OA) Project	0.0		0.0	1
9	6	McCann WorldGroup	Twilio Project	0.0		0.0	1
10	8	Brilliant & Million	Coco Max Project	0.0		0.0	1

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2021 (Jan-Mar):	8.2	53
2020 (Jan-Mar):	5.4	31
YoY Comparison:	50.7%	71.0%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Mar 2021

	7	Carat				(USD \$m)	
2			GrabTaxi, Food Store, Bridgestone Sales	1.2		1.2	11
	1	Initiative	KFC, Asiatic Agro, Pruksa Development Project	0.9		0.5	3
3	9	iProspect	Vimut Hospital Holding, Pataya Food Industries, AIA Insurance	0.2		0.2	5
4	3	PHD	PTT (Petroleum Authority of Thailand)	0.2		0.2	1
5	6	dentsu X	IT Client	0.1		0.1	9
6	4	Universal McCann	Tasto, Eastspring	0.1		0.1	2
7	2	Wavemaker	Tera Food and Beverage, Isuzu Motor, Zen Restaurant, Variety Food	0.2	Asiatic Agro	0.1	7
8	8	MediaCom		0.0		0.0	0
9	10	Zenith		0.0		0.0	0
10	11	Havas Media		0.0		0.0	0
11	5	Mindshare	AIS Project	0.1	International Pet Food	-0.0	1
12	12	OMD		0.1	Eastspring	-0.0	4
13	13	Starcom		0.0	PTT (Petroleum Authority of Thailand)	-0.2	0

2021 (Jan-Mar):	2.1	43
2020 (Jan-Mar):	5.3	43
YoY Comparison:	-60.4%	0.0%

2021 Creative & Media ((Jan- Mar))	10.3	96
2020 Creative & Media ((Jan- Mar))	10.7	74
YoY Comparison:	-4.2%	29.7%

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 ROI.