



## 2021 MEDIA 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	7	Carat	GrabTaxi, Food Store, Bridgestone Sales	1.2		1.2	11
2	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](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.