

## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

## Thailand / Apr 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	4.6		4.6	12
2	2	Ogilvy	Finnomena Mutual Fund Brokerage Securities LTD Project, BTS GROUP Project	2.4		2.4	27
3	3	VMLY&R	Galderma Benzac Project , Nebula Project, Boots Project, Intel Project	2.2		2.2	5
4	6	Grey Group	Punthai Coffee, Advanced Info Service Public Company, AIS Internet Project	1.2		1.2	8
5	4	Digitas	Board of Investment of Thailand (BOI) Project	0.1		0.1	2
6	5	Leo Burnett	PubG Mobile Project, Thai Oil PCL Project, Line BK Project	0.1		0.1	4
7	11	BBDO		0.1		0.1	1
8	8	DDB	NONGPHO Project, Tiger Jewelry Project, NGG Jewelry Project	0.1		0.1	4
9	7	Dentsu	Dole Thailand Limited Project	0.1		0.1	2
10	9	McCann WorldGroup	Twilio Project	0.0		0.0	1
11	10	Brilliant & Million	Coco Max Project	0.0		0.0	1

2021 (Jan-Apr	): 9.8	67
2020 (Jan-Apr	): 6.1	43
YoY Comparisor	<mark>:: 61.9%</mark>	55.8%

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## **2021 MEDIA AGENCIES NEW BUSINESS LEAGUE**

Thailand / Apr 2021

RANK THIS Month	RANK LAST MONTH	AGENCY	<b>RECENT WINS</b>	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	Carat	GrabTaxi, Food Store, Bridgestone Sales	1.2		1.2	11
2	2	Initiative	KFC, Asiatic Agro, Pruksa Development Project	0.9		0.5	3
3	4	PHD	IKEA, PTT (Petroleum Authority of Thailand)	0.4		0.4	2
4	3	iProspect	Vimut Hospital Holding, Pataya Food Industries, AIA Insurance	0.2		0.2	5
5	5	dentsu X	IT Client	0.1		0.1	9
6	6	Universal McCann	Tasto, Eastspring	0.1		0.1	2
7	7	Wavemaker	Tera Food and Beverage, Isuzu Motor, Zen Restaurant, Variety Food	0.2	Asiatic Agro	0.1	7
8	8	Mindshare	AIS Project	0.1	International Pet Food	-0.0	1
9	9	OMD		0.1	Eastspring	-0.0	4
10	10	Starcom		0.0	PTT (Petroleum Authority of Thailand)	-0.2	0

2021 (Jan-Apr):	2.3	44
2020 (Jan-Apr):	5.4	46
YoY Comparison:	-57.0%	-4.3%

2021 Creative & Media ((Jan- Apr))	12.1	111
2020 Creative & Media ((Jan- Apr))	11.4	89
YoY Comparison:	6.1%	24.7%

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.