

## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / May 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	Noble Development Project, Finnomena Mutual Fund Brokerage Securities LTD Project, BTS GROUP Project	3.9		3.9	39
3	3	VMLY&R	Top Solvent, Carsome, BASF Seltima, Galderma Benzac Project , Nebula Project	2.4		2.4	8
4	4	Grey Group	Punthai Coffee, Advanced Info Service Public Company, AIS Internet Project	1.2		1.2	8
5	5	Digitas	Board of Investment of Thailand (BOI) Project	0.1		0.1	2
6	6	Leo Burnett	PubG Mobile Project, Thai Oil PCL Project, Line BK Project	0.1		0.1	4
7	7	BBDO	Auto Client	0.1		0.1	1
8	8	DDB	NONGPHO Project, Tiger Jewelry Project, NGG Jewelry Project	0.1		0.1	4
9	9	Dentsu	Dole Thailand Limited Project	0.1		0.1	2
10	10	McCann WorldGroup	Twilio Project	0.0		0.0	1
11	11	Brilliant & Million	Coco Max Project	0.0		0.0	1

2021 (Jan-May):	11.5	82
2020 (Jan-May):	6.7	47
YoY Comparison:	73.3%	74.5%

