

## 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

2020 (Jan-May): 6.7 47

YoY Comparison: 73.3% 74.5%

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## **2021 MEDIA 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	Carat	GrabTaxi, Food Store, Bridgestone Sales	1.2		1.2	11
2	2	Initiative	Cigna, Line Shopping Project, KFC, Asiatic Agro, Pruksa Development Project	1.2		0.8	8
3	3	PHD	IKEA, PTT (Petroleum Authority of Thailand)	0.4		0.4	2
4	6	Universal McCann	Tasto, Eastspring	0.1		0.1	2
5	7	Wavemaker	Tera Food and Beverage, Isuzu Motor, Zen Restaurant, Variety Food	0.2	Asiatic Agro	0.1	7
6	11	Mindshare	AlS Project, Panasonic , Q- Advertising	0.1	International Pet Food	0.0	3
					2021 (Jan-May):	2.2	51
					2020 (Jan-May):	5.6	52
					YoY Comparison:	-61.0%	-1.9%
					2021 Creative & Media ((Jan- May))	13.7	133
					2020 Creative & Media ((Jan- May))	12.3	99
METHODOLOGY					YoY Comparison:	11.8%	34.3%

## 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.