

## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Jun 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	5.5		5.5	15	
2	2	Ogilvy	LINE MAN, Samsung, Thai Life Insurance	4.6		4.6	49	
3	3	VMLY&R	CP Food Solutions Project, Top Solvent, Carsome	2.6		2.6	9	
4	4	Grey Group	TC Pharma Various, Punthai Coffee, Advanced Info Service Public Company	1.3		1.3	9	
5	7	BBDO	Auto Client	0.2		0.2	3	
6	5	Digitas	Board of Investment of Thailand (BOI) Project	0.1		0.1	2	
7	6	Leo Burnett	PubG Mobile Project, Thai Oil PCL Project, Line BK Project	0.1		0.1	4	
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	23	Isobar	Retail Client	0.0		0.0	3	
11	10	McCann WorldGroup	Twilio Project	0.0		0.0	1	
12	11	Brilliant & Million	Coco Max Project	0.0		0.0	1	
						2021 (Jan-Jun):	13.7	102
						2020 (Jan-Jun):	7.5	61
						YoY Comparison:	81.1%	67.2%

## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Jun 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	Thai Health Promotion Foundation Project, Danone Specialized Nutrition Project	1.7		1.7	21
2	2	Initiative	Hyundai Project, Goo.N Baby Diapers Project, Namman Muay	1.4		1.0	11
3	-	Spark Foundry	FMCG Client	0.5		0.5	1
4	3	PHD	IKEA, PTT (Petroleum Authority of Thailand)	0.4		0.4	2
5	10	iProspect	Haier Electrical Appliances Project, Better Way Project	0.2		0.2	7
6	11	dentsu X	IT Client	0.2		0.2	12
7	4	Universal McCann	Tasto, Eastspring	0.1		0.1	2
8	6	Mindshare	Lalamove, AIS Project, Panasonic , Q-Advertising	0.1	International Pet Food	0.1	4
9	5	Wavemaker	Tera Food and Beverage, Isuzu Motor, Zen Restaurant, Variety Food	0.2	Asiatic Agro	0.0	7
						2021 (Jan-Jun):	3.9 71
						2020 (Jan-Jun):	7.9 93
						YoY Comparison:	-51.0% -23.7%
						2021 Creative & Media ((Jan-Jun))	17.6 173
						2020 Creative & Media ((Jan-Jun))	15.5 154
						YoY Comparison:	13.4% 12.3%

### 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](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.