

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Jul 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	6.0		6.0	18	
2	2	Ogilvy	LINE MAN, Samsung, Thai Life Insurance	4.6		4.6	50	
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	5	BBDO	Auto Client	0.4		0.4	4	
6	7	Leo Burnett	Allergan Aesthetics Project, Thai Health Promotion Foundation Project	0.1		0.1	6	
7	6	Digitas	Allergan Aesthetics Project, Board of Investment of Thailand (BOI) Project	0.1		0.1	3	
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	Isobar	Retail Client	0.0		0.0	3	
11	11	McCann WorldGroup	Twilio Project	0.0		0.0	1	
12	12	Brilliant & Million	Coco Max Project	0.0		0.0	1	
						2021 (Jan-Jul):	14.5	110
						2020 (Jan-Jul):	9.0	81
						YoY Comparison:	60.1%	35.8%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Jul 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	8	Mindshare	AIS Project, AIA, Brand's Suntory	1.2	International Pet Food	1.2	16
3	2	Initiative	Hyundai Project, Goo.N Baby Diapers Project, Namman Muay	1.4		1.0	11
4	3	Spark Foundry	FMCG Client	0.5		0.5	1
5	5	iProspect	Haier Electrical Appliances Project, Better Way Project	0.2		0.2	7
6	-	m/SIX	JD Central, Xiaomi, LH Bank Project	0.2		0.2	5
7	6	dentsu X	IT Client	0.2		0.2	12
8	11	Zenith	Chemical Client	0.2		0.2	1
9	4	PHD	IKEA, PTT (Petroleum Authority of Thailand)	0.4	AIA	0.2	2
10	9	Wavemaker	Tera Food and Beverage, Isuzu Motor, Zen Restaurant, Variety Food	0.3	Asiatic Agro	0.1	8
11	7	Universal McCann	Tasto, Eastspring	0.1		0.1	2
						2021 (Jan-Jul):	5.3 90
						2020 (Jan-Jul):	8.6 101
						YoY Comparison:	-38.8% -10.9%
						2021 Creative & Media ((Jan-Jul))	19.7 200
						2020 Creative & Media ((Jan-Jul))	17.7 182
						YoY Comparison:	11.7% 9.9%

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 ROI.