

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Aug 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	6.8		6.8	20
2	2	Ogilvy	JD Central, Ucity, Longwood Health Co Ltd	6.1		6.1	59
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	BBD0	Auto Client	0.4		0.4	4
6	11	McCann WorldGroup	Zoetis Project, Twilio Project	0.3		0.3	2
7	7	Digitas	Unicharm - Sofy : LINE Platform Project, Allergan Aesthetics Project, Board of Investment of Thailand (BOI) Project	0.2		0.2	4
8	6	Leo Burnett	Thai Oil PCL Project, Allergan Aesthetics Project, Thai Health Promotion Foundation Project	0.2		0.2	7
9	8	DDB	IRPC Project, NONGPHO Project, Tiger Jewelry Project, NGG Jewelry Project	0.1		0.1	5
10	9	Dentsu	Dole Thailand Limited Project	0.1		0.1	2
11	27	Saatchi & Saatchi	Chemical Client	0.0		0.0	1
12	10	Isobar	Retail Client	0.0		0.0	3
13	12	Brilliant & Million	Coco Max Project	0.0		0.0	1

2021 (Jan-Aug):	17.2	126
2020 (Jan-Aug):	9.0	81
YoY Comparison:	89.9%	55.6%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Aug 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	2	Mindshare	Unilever, Abbott, AIS Project, AIA, Brand's Suntory	3.8	International Pet Food	3.7	18
2	1	Carat	Thai Health Promotion Foundation Project, Danone Specialized Nutrition Project	1.7		1.7	21
3	3	Initiative	Hyundai Project, Goo.N Baby Diapers Project, Namman Muay	1.4		1.0	11
4	4	Spark Foundry	FMCG Client	0.5		0.5	1
5	12	MediaCom	Kamillosan	0.2		0.2	1
6	5	iProspect	Haier Electrical Appliances Project, Better Way Project	0.2		0.2	7
7	6	m/SIX	JD Central, Xiaomi, LH Bank Project	0.2		0.2	5
8	9	PHD	Thai Health Consultant, IKEA, PTT (Petroleum Authority of Thailand)	0.4	AIA	0.2	3
9	7	dentsu X	IT Client	0.2		0.2	12
10	8	Zenith	Chemical Client	0.2		0.2	1
11	10	Wavemaker	Tera Food and Beverage, Isuzu Motor, Zen Restaurant, Variety Food	0.3	Asiatic Agro	0.1	8
12	11	Universal McCann	Tasto, Eastspring	0.1		0.1	2

2021 (Jan-Aug):	8.1	95
2020 (Jan-Aug):	8.6	101
YoY Comparison:	-5.7%	-5.9%

2021 Creative & Media ((Jan-Aug))	25.3	221
2020 Creative & Media ((Jan-Aug))	17.7	182
YoY Comparison:	43.2%	21.4%

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.