

## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Sep 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	7.6		7.6	23	
2	2	Ogilvy	PTT, Medtronic, Thai Life Insurance Public Company Limited	6.7		6.7	65	
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	6	McCann WorldGroup	Zoetis Project, Twilio Project	0.3		0.3	2	
7	8	Leo Burnett	Tasuko Project, Thai Oil PCL Project, Allergan Aesthetics Project Umicharm - Sory : LINE Platform	0.2		0.2	8	
8	7	Digitas	Project, Allergan Aesthetics Project, Board of Investment of Thailand (BOI) Project	0.2		0.2	4	
9	9	DDB	Asian Group Service Co Ltd Project, IRPC Project, NONGPHO Project, Tiger Jewelry Project, NGG Jewelry Project	0.2		0.2	6	
10	10	Dentsu	Dole Thailand Limited Project	0.1		0.1	2	
11	11	Saatchi & Saatchi	Chemical Client	0.0		0.0	1	
12	12	Isobar	Retail Client	0.0		0.0	3	
13	13	Brilliant & Million	Coco Max Project	0.0		0.0	1	
						2021 (Jan-Sep):	18.5	137
						2020 (Jan-Sep):	13.9	119
						YoY Comparison:	33.3%	15.1%

## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Sep 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	Mindshare	GSB Project, Unilever, Abbott, AIS Project, AIA, Brand's Suntory	12.0	International Pet Food	12.0	19	
2	9	dentsu X	IT Client	3.2		3.2	22	
3	2	Carat	Dumex Co.,Ltd Project, Metropolitan Electricity Authority	2.0		2.0	28	
4	3	Initiative	Hyundai Project, Goo.N Baby Diapers Project, Namman Muay	1.4		1.0	11	
5	5	MediaCom	Kamillosan, Swatch Group	0.6		0.6	4	
6	4	Spark Foundry	FMCG Client	0.5		0.5	1	
7	6	iProspect	JSP Pharmaceutical Manufacturing, Yan wal yun	0.4		0.4	15	
8	12	Universal McCann	Tasto, Eastspring, Tyson	0.3		0.3	3	
9	7	m/SIX	JD Central, Xiaomi, LH Bank Project	0.2		0.2	5	
10	8	PHD	Thai Health Consultant, IKEA, PTT (Petroleum Authority of Thailand)	0.4	AIA	0.2	3	
11	10	Zenith	Chemical Client	0.2		0.2	2	
12	11	Wavemaker	Tera Food and Beverage, Isuzu Motor, Zen Restaurant, Variety Food	0.3	Asiatic Agro	0.1	8	
						2021 (Jan-Sep):	20.4	126
						2020 (Jan-Sep):	10.9	137
						YoY Comparison:	87.1%	-8.0%
						2021 Creative & Media ((Jan-Sep))	39.0	263
						2020 Creative & Media ((Jan-Sep))	24.8	256
						YoY Comparison:	56.9%	2.7%

### 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.