

## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Oct 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	8.1		8.1	27	
2	2	Ogilvy	Charoen Pokphan Group, PTT, Noble Development Public Company Limited	7.3		7.3	74	
3	3	VMLY&R	Scotch (Chicken Essence), AIS Project, CP Food Solutions Project, Top Solvent, Carsome	2.7		2.7	11	
4	4	Grey Group	TC Pharma Various, Punthai Coffee, Advanced Info Service Public Company	1.3		1.3	9	
5	5	BBDO	Scotch Bird Nest Beverage Project, Oppo Reno Project	0.4		0.4	6	
6	6	McCann WorldGroup	Zoetis Project, Twilio Project	0.3		0.3	2	
7	7	Leo Burnett	Siam Kubota, Tasuko Project, Thai Oil PCL Project, Allergan Aesthetics Project	0.2		0.2	9	
8	8	Digitas	Unicharm - Sofy : LINE Platform 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-Oct):	19.8	155
						2020 (Jan-Oct):	13.9	119
						YoY Comparison:	42.1%	30.3%

## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Oct 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	2	dentsu X	IT Client	3.2		3.2	22
3	3	Carat	Dumex Co.,Ltd Project, Metropolitan Electricity Authority	2.0		2.0	28
4	4	Initiative	Hyundai Project, Goo.N Baby Diapers Project, Namman Muay	1.4		1.0	11
5	5	MediaCom	Car24, Kamillosan, Swatch Group	0.9		0.9	5
6	6	Spark Foundry	FMCG Client	0.5		0.5	1
7	7	iProspect	JSP Pharmaceutical Manufacturing, Yan wal yun	0.4		0.4	15
8	10	PHD	Chanel, Thai Health Consultant, IKEA, PTT (Petroleum Authority of Thailand)	0.6	AIA	0.4	4
9	14	OMD		0.5	Eastspring	0.3	7
10	8	Universal McCann	Tasto, Eastspring, Tyson	0.3		0.3	3
11	9	m/SIX	JD Central, Xiaomi, LH Bank Project	0.2		0.2	5
12	11	Zenith	Chemical Client	0.2		0.2	2
13	12	Wavemaker	Tera Food and Beverage, Isuzu Motor, Zen Restaurant, Variety Food	0.4	Asiatic Agro	0.1	9

2021 (Jan-Oct):	21.4	132
2020 (Jan-Oct):	10.9	137
YoY Comparison:	96.1%	-3.6%

2021 Creative & Media ((Jan-Oct))	41.2	287
2020 Creative & Media ((Jan-Oct))	24.8	256
YoY Comparison:	65.8%	12.1%

### 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.