

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Nov 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	11.1		11.1	38
2	2	Ogilvy	Central Restaurant Group, Charoen Pokphan Group, PTT, Noble Development Public Company Limited	7.5		7.5	80
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	6	McCann WorldGroup	Zoetis Project, Twilio Project	0.5		0.5	4
6	5	BBDO	Scotch Bird Nest Beverage Project, Oppo Reno Project	0.4		0.4	6
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	5
9	9	DDB	Bangchak Corporation, Asian Group Service Co Ltd Project, IRPC Project, NONGPHO Project, Tiger Jewelry Project	0.2		0.2	7
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-Nov):	23.2	176
2020 (Jan-Nov):	18.4	148
YoY Comparison:	25.8%	18.9%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Nov 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	AIS, Bajaj Auto, Governance Saving Bank, GSB Project, Unilever	13.2	International Pet Food	13.1	23
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	5	MediaCom	The Coca-Cola Company, Car24, Kamillosan, Swatch Group	1.2		1.2	6
5	9	OMD	Danone, Beiersdorf, TRUE Telecom Project	1.2	Eastspring	1.0	10
6	4	Initiative	Hyundai Project, Goo.N Baby Diapers Project, Namman Muay	1.4		1.0	11
7	8	PHD	Ikea, Chanel, Thai Health Consultant, IKEA, PTT (Petroleum Authority of Thailand)	0.7	AIA	0.5	5
8	6	Spark Foundry	FMCG Client	0.5		0.5	1
9	7	iProspect	JSP Pharmaceutical Manufacturing, Yan wal yun	0.4		0.4	15
10	10	Universal McCann	Dyson, Tasto, Eastspring, Tyson	0.3		0.3	4
11	11	m/SIX	JD Central, Xiaomii, LH Bank Project	0.2		0.2	5
12	12	Zenith	Chemical Client	0.2		0.2	2
13	13	Wavemaker	Tera Food and Beverage, Isuzu Motor, Zen Restaurant, Variety Food	0.4	Asiatic Agro	0.1	9

2021 (Jan-Nov):	23.7	143
2020 (Jan-Nov):	14.1	153
YoY Comparison:	68.7%	-6.5%

2021 Creative & Media ((Jan-Nov))	46.9	319
2020 Creative & Media ((Jan-Nov))	32.5	301
YoY Comparison:	44.3%	6.0%

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.