

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Dec 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	11.7		11.7	40
2	3	VMLY&R	Scotch (Chicken Essence), AIS Project, CP Food Solutions Project, Top Solvent, Carsome	9.2		9.2	11
3	2	Ogilvy	Siam Piwat Company Limited, Central Restaurant Group, Charoen Pokphan Group, PTT, Noble Development Public Company Limited	8.7		8.7	84
4	4	Grey Group	Musical.ly Inc Project, TC Pharma Various, Punthai Coffee, Advanced Info Service Public Company	1.4		1.4	10
5	5	McCann WorldGroup	Zoetis Project, Twilio Project	0.5		0.5	4
6	6	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	6
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-Dec):	31.7	187
2020 (Jan-Dec):	20.3	183
YoY Comparison:	55.8%	2.2%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Dec 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	Swatch Group Project	5.6		5.6	37
3	3	Carat	Mass Marketing Company, Greater Mybacin Company, Dumex Co.,Ltd Project	2.6		2.6	37
4	4	MediaCom	The Coca-Cola Company, Car24, Kamillosan, Swatch Group	1.2		1.2	6
5	5	OMD	Danone, Beiersdorf, TRUE Telecom Project	1.2	Eastspring	1.0	10
6	6	Initiative	Hyundai Project, Goo.N Baby Diapers Project, Namman Muay	1.4		1.0	11
7	8	Spark Foundry	FMCG Client	0.6		0.6	2
8	7	PHD	Ikea, Chanel, Thai Health Consultant, IKEA, PTT (Petroleum Authority of Thailand)	0.7	AIA	0.5	5
9	9	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, Xiaomi, 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-Dec):	26.8	168
2020 (Jan-Dec):	19.1	194
YoY Comparison:	40.2%	-13.4%

2021 Creative & Media ((Jan-Dec))	58.5	355
2020 Creative & Media ((Jan-Dec))	39.5	377
YoY Comparison:	48.2%	-5.8%

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.