

## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Jan 2022

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	9	DDB	Pharm Client	5.6		5.6	5
2	3	Ogilvy	Ministry of Foreign Affair - Thailand, Charoen Pokphan Group	2.8		2.8	17
3	2	VMLY&R	Boonthavorn Project, CP Brand Love Project	0.1		0.1	2
4	6	BBDO	LINE Open Chat	0.0		0.0	1
					2022(Jan)	8.5	25
					2024(law)	4.7	40

2022(Jan) 8.5 25
2021(Jan) 4.7 19
YoY Comparison: 82.9% 31.6%

1



## **2022 MEDIA AGENCIES NEW BUSINESS LEAGUE**

Thailand / Jan 2022

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	Amway, AIA, AXON	0.3		0.3	5
					2022(Jan)	0.3	5
					<b>2021</b> (Jan)	0.1	3
					YoY Comparison:	346.7%	66.7%
					2022 Creative & Media (Jan)	8.8	30
					2021 Creative & Media (Jan)	4.7	22
					YoY Comparison:	87.1%	36.4%

## 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 R0I.