

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Feb 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	DDB	Chaitip Co., Ltd (Panomrung Rice) Project,	6.0		6.0	7
2	2	Ogilvy	DTAC-Total Access Communication, PTT, Red Bull	3.6		3.6	26
3	5	Wunderman Thompson	Confidential Client	1.0		1.0	6
4	3	VMLY&R	Boonthavorn Project, CP Brand Love Project	0.1		0.1	2
5	4	BBDO	LINE Open Chat	0.0		0.0	2
					2022(Jan-Feb)	10.7	43

2022(Jan-Feb) 10.7 43
2021(Jan-Feb) 7.0 33
YoY Comparison: 52.1% 30.3%

1



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Feb 2022

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD Sm)	No.of Wins
1	12	Zenith	L'Oreal	0.8		0.8	1
2	1	Mindshare	Amway, AIA, AXON	0.4		0.4	6
3	6	Initiative	Dreamy Bubble Tea, One Bangkok, Rabbit Life	0.2		0.2	3
4	4	MediaCom	Cargill	0.0		0.0	1
					2022(Jan-Feb)	0.6	11
					2021(Jan-Feb)	1.0	11
					YoY Comparison:	-43.0%	0.0%
					2022 Creative & Media (Jan- Feb)	11.3	54

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.

2021 Creative & Media (Jan-

Feb)

40.4%

22.7%

YoY Comparison:

2