



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Mar 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	Asian Alliance Project, Chaitip Project,	12.0		12.0	9
2	2	Ogilvy	Yara, DTAC-Total Access	5.0		5.0	34
3	3	Wunderman Thompson	Confidential Client	1.0		1.0	6
4	4	VMLY&R	Line shopping for sellers Project,	0.6		0.6	3
5	10	Dentsu	Auto Client	0.1		0.1	1
6	5	BBDO	LINE Open Chat	0.0		0.0	2

2022(Jan-Mar)	18.6	55
2021(Jan-Mar)	8.2	53
YoY Comparison:	128.0%	3.8%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Mar 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	Zenith	L'Oreal	0.8		0.8	1
2	2	Mindshare	Amway, AIA, AXON	0.4		0.4	6
3	5	dentsu X	Index Living Mall Project, Krungthai Bank Project	0.2		0.2	13
4	3	Initiative	Dreamy Bubble Tea, One Bangkok, Rabbit Life	0.2		0.2	3
5	4	MediaCom	Cargill, Harley Davidson, Mitr Phol Syrup,Syrup	0.1		0.1	4
6	7	OMD	SLRT Limited, Kaidee Property	0.1		0.1	2
7	10	iProspect	Kering Group, Krung Thai Bank	0.1		0.1	3
8	6	Carat	Siam Makro Public Company Limited, Lenovo (Thailand) Limited Project	0.1		0.1	4
						2022(Jan-Mar)	1.1 36
						2021(Jan-Mar)	2.1 43
						YoY Comparison:	-47.6% -16.3%
						2022 Creative & Media (Jan-Mar)	19.7 91
						2021 Creative & Media (Jan-Mar)	10.3 96
						YoY Comparison:	92.1% -5.2%

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.