

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / May 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	BANGCHAK CORPORATION (ENERGY) Project	12.2		12.2	12
2	3	VMLY&R	Thai Oil Project, Baby Love Project	5.9		5.9	9
3	2	Ogilvy	TMB Bank, Central Restaurant Group	5.7		5.7	45
4	4	Wunderman Thompson	Confidential Client	2.3		2.3	13
5	5	Dentsu	Auto Client	0.1		0.1	1
						2022(Jan-May)	25.1 84
						2021(Jan-May)	11.5 82
						YoY Comparison:	117.3% 2.4%

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / May 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, DSG Project	0.6		0.6	7
3	15	Wavemaker	Danone	1.0	L'Oreal	0.2	1
4	3	dentsu X	Index Living Mall Project, Krungthai Bank Project	0.2		0.2	13
5	4	Initiative	Dreamy Bubble Tea, One Bangkok, Rabbit Life	0.2		0.2	3
6	5	MediaCom	Cargill, Harley Davidson, Mitr Phol Syrup, Syrup	0.1		0.1	4
7	6	OMD	Carro, SLRT Limited, Kaidee Property	0.1		0.1	3
8	7	iProspect	Kering Group, Krung Thai Bank	0.1		0.1	3
9	8	Carat	Siam Makro Public Company Limited, Lenovo (Thailand) Limited Project	0.1		0.1	4

2022(Jan-May)	2.4	39
2021(Jan-May)	2.2	51
YoY Comparison:	8.3%	-23.5%

2022 Creative & Media (Jan-May)	27.4	123
2021 Creative & Media (Jan-May)	13.7	133
YoY Comparison:	99.9%	-7.5%

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 Agency ROI.