

# 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

### Thailand / Jun 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	12.7		12.7	14
2	3	VMLY&R	Thai Oil Project, Baby Love Project	6.3		6.3	10
3	2	Ogilvy	TMB Bank, Central Restaurant Group	6.0		6.0	47
4	4	Wunderman Thompson	Confidential Client	2.3		2.3	13
5	5	Dentsu	Auto Client	0.1		0.1	1
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					2022(Jan-Jun)	26.4	90
					2021(Jan-Jun)	13.7	102

YoY Comparison:

1



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

### Thailand / Jun 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	Carat	Procter & Gamble Trading, Urc, CPF Thailand PCL	2.8		2.8	11
2	1	Zenith	L'Oreal, Berli Jucker Public Company Project	1.0		1.0	2
3	2	Mindshare	Blackmores, Amway, AIA, AXON, DSG Project	0.7		0.7	8
4	3	Wavemaker	Danone, TMBThanachart Bank	1.3	L'Oreal	0.5	2
5	4	dentsu X	Index Living Mall Project, Krungthai Bank Project	0.3		0.3	16
6	8	iProspect	Thailand, Government Saving Bank	0.2		0.2	10
7	5	Initiative	Dreamy Bubble Tea, One Bangkok, Rabbit Life	0.2		0.2	3
8	7	OMD	Carro, SLRT Limited, Kaidee Property	0.1		0.1	3
					2022(Jan-Jun)	3.4	59
					2021(Jan-Jun)	3.9	71
					YoY Comparison:	-11.7%	-16.9%
					2022 Creative & Media (Jan-Jun)	29.8	149
					2021 Creative & Media (Jan-Jun)	17.6	173

#### 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 Apr keting R0I.

-13.9%

YoY Comparison:

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