



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

2022(Jan-Jun)	26.4	90
2021(Jan-Jun)	13.7	102
YoY Comparison:	93.1%	-11.8%

