2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Jul 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	SAVOR BEAUTY PROJECT, BANGCHAK CORPORATION (ENERGY) Project	13.1		13.1	15
2	3	Ogilvy	UNIQLO, Chabaa Bangkok, Tyson Foods, TMB Bank, Central Restaurant Group	6.9		6.9	57
3	2	VMLY&R	Galderma Project, ttb Project, Boontavorn Project	6.4		6.4	13
4	4	Wunderman Thompson	Confidential Client	2.3		2.3	13
5	11	Brilliant & Million	LVMH Moet Hennessy Louis Vuitton	0.6		0.6	3
6	-	Accenture Song	Robinhood	0.5		0.5	1
7	8	Digitas	Charoen Pokphand Foods Public Company	0.2		0.2	1
8	5	Dentsu	Auto Client	0.1		0.1	1
					2022(Jan-Jul)	29.7	113
					2021(Jan-Jul)	14.5	110
					YoY Comparison:	105.1%	2.7%

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Jul 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	1.4		1.4	3
3	2	Mindshare	Blackmores, Amway, AIA, AXON, DSG Project	0.7		0.7	8
4	3	Wavemaker	Danone, TMBThanachart Bank	1.4	L'Oreal	0.2	3
5	4	dentsu X	Index Living Mall Project, Krungthai Bank Project	0.3		0.3	16
6	8	iProspect	Cigna Thailand, Levi's Strauss&Co Thailand, Government Saving Bank Project	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-Jul)	3.5	61
2021(Jan-Jul)	5.3	90
YoY Comparison:	-33.7%	-32.2%

2022 Creative & Media (Jan-Jul)	33.2	174
2021 Creative & Media (Jan-Jul)	19.7	200
YoY Comparison:	68.0%	-13.0%

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 ROI.