





## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Aug 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	Carat	Procter & Gamble Trading, Urc, CPF Thailand PCL	2.8		2.8	11	
2		Publicis Media	PepsiCo	1.5		1.5	1	
3	2	Zenith	L'Oreal, Berli Jucker Public Company Project	1.4		1.4	3	
4	4	Wavemaker	Mondelez, Danone, TMBThanachart Bank	2.2	L'Oreal	1.0	6	
5	5	dentsu X	Index Living Mall Project, Krungthai Bank Project	0.3		0.3	16	
6	6	iProspect	Cigna Thailand, Levi's Strauss&Co Thailand, Government Saving Bank Project	0.2		0.2	10	
7	7	Initiative	Dreamy Bubble Tea, One Bangkok, Rabbit Life	0.2		0.2	3	
8	12	m/SIX	FWD Group	0.1		0.1	1	
9	8	OMD	Carro, SLRT Limited, Kaidee Property	0.1		0.1	3	
						2022(Jan-Aug)	4.9	69
						2021(Jan-Aug)	8.1	95
						YoY Comparison:	-40.2%	-27.4%
						2022 Creative & Media (Jan-Aug)	35.7	185
						2021 Creative & Media (Jan-Aug)	25.3	221
						YoY Comparison:	41.3%	-16.3%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.