

2022 CREATIVE 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	DDB	iSKY Center Project, SAVOR BEAUTY PROJECT, BANGCHAK CORPORATION (ENERGY) Project	13.1		13.1	16
2	3	VMLY&R	Galderma ABO Project, Galderma Project, ttb Project, Boontavorn Project	7.0		7.0	14
3	2	Ogilvy	UNIQLO, Chabaa Bangkok,Tyson Foods, TMB Bank, Central Restaurant Group	6.9		6.9	57
4	4	Wunderman Thompson	Confidential Client	2.3		2.3	13
5	5	Brilliant & Million	LVMH Moet Hennessy Louis Vuitton	0.6		0.6	3
6	6	Accenture Song	Robinhood	0.5		0.5	1
7	30	BBDO	Honda Motorcycle, LINE Open Chat	0.8		0.3	8
8	7	Digitas	Charoen Pokphand Foods Public Company	0.2		0.2	1
9	8	Dentsu	Auto Client	0.1		0.1	1
					2022(Jan-Aug)	30.9	116
					2021(Jan-Aug)	17.2	126

YoY Comparison:

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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
					VoV Comparison:	-40.2%	-27.4%

YoY Comparison:	-40.2%	-27.4%
2022 Creative & Media (Jan- Aug)	35.7	185
2021 Creative & Media (Jan-	25.3	221

Aug)

YoY Comparison:

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.

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