

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Apr 2015

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=	BBDO	Khmer Brewery, Tipco Project	1.80		1.80	6
2	1	Ogilvy	PTT Oil Group, Thailife Insurance, Takeda-Hicee Project	1.81	Dumex	1.51	10
3	2	TBWA	Siamese Asset Project, Thailand Campaign Project	0.84		0.84	3
4	3	Lowe	Cerebos, Dutch Mill Project, Tesco Lotus Credit Card	0.69		0.69	8
5	4	JWT	AIS, Vespa	0.78	SC Asset	0.60	4
6	5	Dentsu	True Vision Project, Toyota Project, Honda Project	0.44		0.44	14
7	6	Y&R	Dumex	0.30		0.30	1
8	7	Leo Burnett	Manulife Project, SC Asset	0.26		0.26	2
9	9=	Saatchi & Saatchi	Garena Gaming project, Show DC Project	0.20		0.20	2
10	8	Publicis	Nestle Cerevita	0.06		0.06	3
11	9=	DDB		0.00		0.00	0
12	9=	Grey Group		0.00		0.00	0
13	9=	M&C Saatchi		0.00		0.00	0
14	9=	Havas Worldwide		0.00		0.00	0
15	9=	FCB		0.00		0.00	0
16	16	McCann WorldGroup	CP Meiji, Kinder Bueno	0.22	True Vision Project	-0.01	8
						6.7	61

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Apr 2015

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	Berli Jucker, Magnolia Quality, DF Marketplace	1.6		1.63	13
2	2	Dentsu Media	Sappe, Prudential, Advanced Info Service, Canon Project	1.4		1.41	11
3	3	PHD	SC Johnson(Planning), Unilever(Search), Central Group	0.8		0.82	3
4	4	MediaCom	Tune Insurance, F&N United, Oishi Group	0.8		0.81	5
5	6	Universal McCann	Huawei, LINE Project	0.8		0.79	4
6	5	MEC	Thai Beverage(Digital), Electrolux (Digital), WIKO	0.7		0.68	5
7	7	OMD	Central Group,Paysbuy	0.4	Berli Jucker(Planning)	0.27	2
8	8	Vizeum	Panasonic	0.1		0.07	2
9	9	ZenithOptimedia	KARMART	0.0		0.05	1
10=	10=	Starcom MediaVest		0.0		0.00	0
10=	10=	Mindshare		0.0		0.00	0
10=	10=	MPG		0.0		0.00	0
13	13	Initiative	Manulife,Mono Radio Project, Tylenol Baby Project	0.1	Central Group(Planning)	-0.13	11
14	14	Maxus		0.0	Huawei	-0.77	0
						5.6	57

METHODOLOGY

The R3 New Business League has been compiled each of the last 152 months using data supplied by 26 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 marketing ROI for clients across the region.

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