

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Mar 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	6	Ogilvy	PTT Oil Group, Thailife Insurance, Takeda-Hicee Project	1.81		1.51	10
2	7	TBWA	Siamese Asset Project, Thailand Campaign Project	0.84		0.84	3
3	1	Lowe	Cerebos	0.61		0.61	3
4	2	JWT	ALS, Vespa	0.78	SC Asset	0.60	4
5	5	Dentsu	True Vision Project, Toyota Project, Honda Project	0.39		0.39	13
6	3	Y&R	Dumex	0.30		0.30	1
7	4	Leo Burnett	Manulife Project, SC Asset	0.26		0.26	2
8	8	Publicis	Nestle Cerevita	0.06		0.06	3
9-	9=	Saatchi & Saatchi		0.00		0.00	0
9-	9=	DDB		0.00		0.00	0
9-	9=	BBDO		0.00		0.00	0
9-	9=	Grey Group		0.00		0.00	0
9-	9=	M&C Saatchi		0.00		0.00	0
9-	9=	Havas Worldwide		0.00		0.00	0
9-	9=	FCB		0.00		0.00	0
16	16	McCann WorldGroup		0.06	True Vision Project	-0.17	3
						4.4	42

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Mar 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	6	Carat	Berli Jucker, Magnolia Quality, DF Marketplace	1.6		1.56	10
2	2	Dentsu Media	Advanced Info Service, Canon Project, Bangkok Insurance Project	1.0		0.95	9
3	1	PHD	SC Johnson(Planning), Unilever(Search), Central Group	0.8		0.82	3
4	3	MediaCom	Air Asia Big, Bose, Oishi Group	0.7		0.66	3
5	4	MEC	Electrolux Digital, WIKO	0.6		0.55	2
6	5	Universal McCann	Huawei, LINE Project	0.5		0.54	3
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, CAT Telecom Project	0.0	Central Group(Planning)	-0.15	6
14	14	Maxus		0.0	SC Johnson(Planning)	-0.52	0
						4.8	41

METHODOLOGY

The R3 New Business League has been compiled each of the last 151 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.

For more details please write to greg@rthree.com