

CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand/ April 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	1	Ogilvy	Haco Group Project, Karmart Beauty Shop Project	4.16	Huawei Project	4.13
2	4	Dentsu	Siamnuwat Project, Tesco Project	1.15		1.15
3	2	Leo Burnett	Chevrolet Project, Advanced Info Service Project, JK Herbs International Project	1.14		1.14
4	6	McCann WorldGroup	Microsoft	1.11	Tourism Authority of Thailand Project	1.05
5	3	TBWA	SCG Cement, PTT Corporate, Kantana Group Project	1.03		1.03
6	7	BBDO	Honda Automobile, Oppo Thai	0.60	Watsons	0.57
7	8	DDB	Calpis Lacto, Bento Project	0.34		0.34
8	5	Y&R	Giffarine, King Power	0.63	Microsoft CRM	0.33
9	9	Saatchi & Saatchi	Huawei Project, Novartis, Virgin Active,	0.15		0.15
10	10	Publicis	Unif Project, P&G Project	0.03		0.03
11=	11=	Lowe		0.00		0.00
11=	11=	Grey Group		0.00		0.00
11=	11=	M&C Saatchi		0.00		0.00
11=	11=	Havas Worldwide		0.00		0.00
11=	11=	DraftFCB		0.00		0.00
16	11=	JWT		0.00	Sales client	(0.15)

MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand/ April 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	1	Carat	Microsoft, Mondelez, Friesland Campina, TBN	2.26	Regus	2.26
2	2	Initiative	Kingpower Duty Free, Thai Bev - Chang, Thai AirAsia X	1.23		1.23
3	3	Starcom MediaVest	Electricity Authority of Thailand	1.00		1.00
4	4	Vizeum	FWD Life Insurance, Dao Coffee, Sun Bai Dee	0.82		0.82
5	6	Dentsu Media	Bangkok Insurance Project, Krung Thai Card Project, Sharp Project	0.44		0.44
6	5	PHD	Tipco (Aura)	0.43		0.43
7	7	OMD	Robert Bosch, Schneider, Wall Street English	0.38		0.38
8	9	MEC	Eastern Star Real Estate Public, Thai Meiji Food	0.02		0.02
9	10	MPG		0.00		0.00
10	11	Maxus		0.00	FWD Life Insurance	(0.14)
11	8	Universal McCann	Line Game Project, British Council, Subway Project	0.04	Microsoft	(0.16)
12	12	Mindshare		0.00	Kingpower Duty Free	(0.38)
13	13	ZenithOptimedia	Fly Digital Media	0.02	Reckitt Benckiser	(0.49)
14	14	MediaCom	Kiatnakin Bank	0.05	Mondelez	(0.73)

The R3 New Business League has been compiled each of the last 140 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.