

CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand/ June 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	True Digital Content & Media Project, Aroma Group Project, Bee Talk Project	5.13	Huawei Project	5.10
2	2	Saatchi & Saatchi	Nok Scoot Airlines, Electrolux, Boots Pharmacy, Novartis, Garena Gaming Project	2.29		2.29
3	5	McCann WorldGroup	Ichitan Project, Marico, Microsoft	1.73	Tourism Authority of Thailand Project	1.63
4	3	Dentsu	Ministry of Commerce, Real Move Project, Motor Image Project	1.30		1.30
5	4	Leo Burnett	Chevrolet Project, Advanced Info Service Project, JK Herbs International Project	1.14		1.14
6	6	TBWA	SCG Cement, PTT Corporate, Kantana Group Project	1.03		1.03
7	7	BBDO	Honda Automobile, Oppo Thai	0.90	Watsons	0.87
8	8	Y&R	Dutchmill, Giffarine, Donut	0.86	Microsoft CRM	0.56
9	9	DDB	Calpis Lacto, Bento Project	0.34		0.34
10	15	Publicis	Pernod, Unif Project, P&G Project	0.07		0.03
10=	10=	Lowe		0.00		0.00
10=	10=	Grey Group		0.00		0.00
10=	10=	M&C Saatchi		0.00		0.00
10=	10=	Havas Worldwide		0.00		0.00
10=	10=	DraftFCB		0.00		0.00
16	16	JWT	AIS	0.10	Sales client	(0.05)

MEDIA AGENCIES NEW BUSINESS LEAGUE

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1	1	Carat	Nokia, Mondelez, Friesland Campina, Pace, PPT	3.06	Regus	3.05
2	2	Initiative	Mono TV Project, CPF Projects, Luxasia Projects	1.36		1.36
3	3	Vizeum	Krung Thai Bank, Easy Buy	1.27		1.27
4	4	Starcom MediaVest	Electricity Authority of Thailand	1.00	PPT	0.92
5	5	OMD	Coach, Robert Bosch, Schneider, Wall Street English, Boonrawd Trading Project	0.83	PPT	0.75
6	6	Dentsu Media	Toyota Project, Ministry of Commerce, Krung Thai Card Project, Sharp Project	0.53		0.53
7	7	PHD	Tipco (Aura)	0.43		0.43
8	11	Maxus	Panasonic(TV), Shanghai Motor, Super Coffee	0.32	FWD Life Insurance	0.17
9	8	MEC	Nokscot Airlines, Eastern Star Real Estate Public, Thai Meiji Food	0.07		0.07
10	9	MPG		0.00		0.00
11	10	Universal McCann	Line Game Project, British Council, Subway Project, Pop Secret Project	0.06	Microsoft	(0.04)
12	12	Mindshare		0.00	Kingpower Duty Free	(0.38)
13	13	ZenithOptimedia	Fly Digital Media, BITEC	0.05	Reckitt Benckiser	(0.45)
14	14	MediaCom	Kiatnakin Bank	0.05	Mondelez	(0.73)

The R3 New Business League has been compiled each of the last 142 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.