

# 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

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