

CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand/ July 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	Veet Project, Aroma Group Project, Bee Talk Project	5.24	Huawei Project	5.21
2	2	Saatchi & Saatchi	Nok Scoot Airlines, Electrolux, Boots Pharmacy, Novartis, Garena Gaming Project	2.29		2.29
3	3	McCann WorldGroup	Ichitan Project, Marico, Microsoft	1.73	Tourism Authority of Thailand Project	1.63
4	4	Dentsu	Honda Automobile, Real Move Project, Motor Image Project	1.45		1.45
5	5	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=	10	Publicis	Pernod, Unif Project, P&G Project	0.07		0.03
10=	16	JWT	AIS, AIS Brand Development, Ichitan Project	0.18	Sales client	0.03
12=	10=	Lowe		0.00		0.00
12=	10=	Grey Group		0.00		0.00
12=	10=	M&C Saatchi		0.00		0.00
12=	10=	Havas Worldwide		0.00		0.00
12=	10=	DraftFCB		0.00		0.00

MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand/ July 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	Magnolia, Tiffany & Co., i-Mobile Digital	3.16	Regus	3.16
2	3	Vizeum	Burberry, Red Bull (Sponsor & Ready), Krung Thai Bank, Easy Buy	1.37		1.37
3	2	Initiative	Mono TV Project, CPF Projects, Luxasia Projects	1.36		1.36
4	4	Starcom MediaVest	Electricity Authority of Thailand	1.00	PPT	0.92
5	6	Dentsu Media	Dhipaya Insurance Project, Mitsubishi Motor, I.C.C. Public Company Project	0.82		0.82
6	5	OMD	Coach, Robert Bosch, Schneider, Wall Street English, Boonrawd Trading Project	0.83	PPT	0.75
7	7	PHD	Tipco (Aura)	0.43		0.43
8	8	Maxus	Panasonic(TV), Shanghai Motor, Super Coffee	0.32	FWD Life Insurance	0.17
9	12	Mindshare	Bangkok Airways(project), Kaikae Rise brand	0.50	Kingpower Duty Free	0.12
10	9	MEC	Nokscoot Airlines, Eastern Star Real Estate Public, Thai Meiji Food	0.07		0.07
11	10	MPG		0.00		0.00
12	11	Universal McCann	Line Game Project, British Council, Subway Project, Pop Secret Project	0.07	Microsoft	(0.03)
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 143 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.