

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / May 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	2	Ogilvy	Jele, PTT Oil Group, Thailife Insurance, Takeda-Hicee Project	2.49	Dumex	2.19	13
2	1	BBDO	Khmer Brewery, Tipco Project	1.80		1.80	6
3	7	Y&R	Fisho, Sene Development, Dumex	0.90		0.90	3
4	3	TBWA	Siamese Asset Project, Thailand Campaign Project	0.84		0.84	3
5	6	Dentsu	True Vision Project, Toyota Project, Honda Project, Yamaha Project	0.56		0.56	17
6	5	JWT	AlS, Vespa	0.78	SC Asset	0.52	4
7	16	McCann WorldGroup	CP Meiji, Kinder Bueno, Krating Deang Project	0.63	True Vision Project	0.41	11
8	4	Lowe	Cerebos, Dutch Mill Project, Tesco Lotus Credit Card	0.69	Finance Client	0.39	8
9	8	Leo Burnett	Manulife Project, SC Asset	0.26		0.26	2
10	9	Saatchi & Saatchi	Garena Gaming project, Show DC Project	0.20		0.20	2
11	10	Publicis	Nestle Cerevita	0.06		0.06	3
12=	11=	Grey Group		0.00		0.00	0
12=	11=	M&C Saatchi		0.00		0.00	0
12=	11=	Havas Worldwide		0.00		0.00	0
12=	11=	FCB		0.00		0.00	0
16	11=	DDB		0.00	Jele	-0.30	0
						7.8	72

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / May 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	1	Carat	168 Communication, Government Saving Bank,	2.1		2.10	18
2	2	Dentsu Media	Sappe, Prudential, Advanced Info Service, Canon Project	1.3		1.26	10
3	8	Vizeum	Panasonic, Reckitt Benckiser, Easy Buy	1.1		1.13	7
4	3	PHD	SC Johnson(buying), Unilever(Search), Central Group	1.0	Ikea	0.88	5
5	4	MediaCom	Tune Insurance, F&N United, Oishi Group	0.8		0.81	5
6	5	Universal McCann	Huawei, LINE Project, Domino Pizza Project	0.7		0.74	6
7	6	MEC	Thai Beverage(Digital), Electrolux (Digital), WIKO	0.7		0.66	5
8	7	OMD	Central Group, Paysbuy	0.4	Berli Jucker(Planning)	0.27	2
9	9	ZenithOptimedia	KARMART	0.0		0.05	1
10		BPN	Samsung Life Insurance	0.0		0.02	1
11-	10=	Starcom MediaVest		0.0		0.00	0
11-	10=	Mindshare		0.0		0.00	0
11-	10=	MPG		0.0		0.00	0
14	13	Initiative	Manulife, Mono Radio Project, Tylenol Baby Project	0.1	Central Group(Planning)	-0.15	11
15	14	Maxus		0.0	Huawei	-0.61	0
						7.1	71

METHODOLOGY

The R3 New Business League has been compiled each of the last 153 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.

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