

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / June 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	Ogilvy	Jele, PTT Oil Group, Country Group Project, Asian Property Project	2.69	Dumex	2.37	19
2	2	BBDO	Khmer Brewery, Tipco Project	1.80		1.80	6
3	8	Lowe	Dutchmill, Khmer Brewery Project, Dhak Gualbi Project	1.59	Finance Client	1.29	11
4	3	Y&R	Fisho, Sene Development, Dumex	0.90		0.90	3
5	4	TBWA	Siamese Asset Project, Thailand Campaign Project	0.84		0.84	3
6	6	JWT	AlS, Vespa	0.88	SC Asset	0.62	5
7	5	Dentsu	True Vision Project, Toyota Project, Honda Project, Yamaha Project	0.58		0.58	18
8	7	McCann WorldGroup	Panna Living Project, Kbank Project, CP Meiji	0.78	True Vision Project	0.56	13
9	9	Leo Burnett	Manulife Project, SC Asset	0.26		0.26	2
10	10	Saatchi & Saatchi	Garena Gaming project, Show DC Project	0.20		0.20	2
11	11	Publicis	Nestle Cerevita	0.06		0.06	3
12=	12=	Grey Group		0.00		0.00	0
12=	12=	M&C Saatchi		0.00		0.00	0
12=	12=	Havas Worldwide		0.00		0.00	0
12=	12=	FCB		0.00		0.00	0
16	16	DDB		0.00	Jele	-0.30	0
						9.2	85

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / June 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, Nippon Paint	2.2		2.20	19
2	2	Dentsu Media	The Crown Property Bureau, Sappe, PrudentialCanon Project	1.4		1.36	11
3	3	Vizeum	SCG Paper PLC, Panasonic, Reckitt Benckiser, Easy Buy	1.2		1.23	8
4	4	PHD	SC Johnson(buying), Unilever(Search), Central Group	1.0	Ikea	0.88	5
5	5	MediaCom	Tune Insurance, F&N United, Oishi Group	0.8		0.81	5
6	6	Universal McCann	Huawei, LINE Project, Domino Pizza Project	0.7		0.74	6
7	7	MEC	Thai Beverage(Digital), Electrolux (Digital), WIKO	0.7		0.66	5
8	11=	Starcom MediaVest	Huatai Electronic Fan, Inbisco, Siriraj Hospital	0.7		0.65	3
9	8	OMD	Central Group, Paysbuy	0.4	Berli Jucker(Planning)	0.27	2
10	9	ZenithOptimedia	KARMART	0.0		0.05	1
11	10	BPN	Samsung Life Insurance	0.0		0.02	1
12=	11=	Mindshare		0.0		0.00	0
12=	11=	MPG		0.0		0.00	0
14	14	Initiative	Manulife, Mono Radio Project, Tylenol Baby Project, CP Fried Donut Project	0.1	Central Group(Planning)	-0.25	12
15	15	Maxus		0.0	Huawei	-0.61	0
						8.0	78

METHODOLOGY

The R3 New Business League has been compiled each of the last 154 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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