

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Oct 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	BBDO	Red Bull Project, Bacardi Breezer, Singha Beer Project, Cambodia Beer	3.00		3.00	10
2	1	Ogilvy	Latex System Project, Central Retail Project	3.14	Dumex	2.52	24
3	3	Leo Burnett	Singha Beer Project, Tesco Lotus (Digital) Project	1.84		1.84	11
4	4	Y&R	Est Cola, Fisho, Sene Development, Dumex, Fisho Fish Snack	1.80	Bacardi Breezer	1.50	6
5	5	Mullen Lowe	Dutchmill, Khmer Brewery Project, Dhak Gualbi Project	1.59	Finance Client	1.29	11
6	7	TBWA	Siamese Asset Project, Thailand Campaign Project	0.89		0.89	6
7	6	J Walter Thompson	AIS, Vespa, Ichitan Project, Muang Thai Insurance Project	1.21	SC Asset	0.88	7
8	8	Dentsu	Samsung Project, True Vision Project, Toyota Project, Honda Project	0.88		0.88	22
9	9	McCann WorldGroup	Golden Ventures Leasehold Project, Nespresso Project, Panna Living Project	0.97	True Vision Project	0.75	21
10	10	DDB	Huawei Project, The Street Ratchada Project	0.67	Jele	0.37	4
11	12	Publicis	Magnolia, Nestle Cerevita, L'Oreal (Digital), Grab Car Project	0.24		0.24	10
12	11	Saatchi & Saatchi	Garena Gaming project, Show DC Project	0.20		0.20	2
13=	13=	Grey Group		0.00		0.00	0
13=	13=	M&C Saatchi		0.00		0.00	0
13=	13=	Havas Worldwide		0.00		0.00	0
13=	13=	FCB		0.00		0.00	0
						14.3	134

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Oct 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	Thai Smile Airways (OOH), Government Saving Bank, Go Bear(OOH)	3.6		3.62	28
2	10	Starcom MediaVest	Coca-Cola, Huatai Electronic Fan, Inbisco, Siriraj Hospital	3.3	FMCG Client	2.84	5
3	2	Vizeum	Krung Thai Bank, Sino-Pacific, Prego, Scholl, Bon O Bon	2.1		2.13	15
4	3	PHD	Unilever(Search), Central Group, Brightstar	1.6	Ikea	1.48	8
5	4	Dentsu Media	The Crown Property Bureau, Sappe, PrudentialCanon Project	1.4		1.41	12
6	6	OMD	Line Plus, H. J. Heinz, Line, Jotun, Similar	1.8	Berli Jucker(Planning)	1.33	9
7	9	MediaCom	Tune Insurance, F&N United, Oishi Group, Dhospaak	1.3		1.16	7
8	5	MEC	GoBear, Namyang, Thai Beverage(Digital), Electrolux (Digital)	1.1		1.11	9
9	7	Universal McCann	Mobile Sure, Red Bull Beverages_G2, Thai Jintan _Nude	0.8		0.82	9
10	8	Mindshare	Snail White, Levi's, F&N Dairies, Yo-Yo	0.9		0.78	4
11	11	ZenithOptimedia	KARMART, Scoot(SEM)	0.1		0.06	3
12	12	BPN	Samsung Life Insurance	0.0		0.02	1
13	13	MPG		0.0		0.00	0
14	15	Maxus		0.0	Huawei	-0.61	0
15	14	Initiative	DKSH, Red Bull Beverages_G2, Thai Jintan _Nude	0.3	Coca-Cola	-2.55	17
						13.6	127

METHODOLOGY

The R3 New Business League has been compiled each of the last 158 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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