

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / July 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	Latex System Project, Central Retail Project	3.02	Dumex	2.70	21
2	2	BBDO	Khmer Brewery, Tipco Project	1.80		1.80	6
3	3	Lowe	Dutchmill, Khmer Brewery Project, Dhak Gualbi Project	1.59	Finance Client	1.29	11
4=	4	Y&R	Fisho, Sene Development, Dumex	0.90		0.90	3
4=	6	JWT	AIS, Vespa, Ichitan Project	1.21	SC Asset	0.90	7
6	5	TBWA	Siamese Asset Project, Thailand Campaign Project	0.89		0.89	6
7	9	Leo Burnett	Oishi Green Tea Project, 100 Plus Project, TCEB Project	0.81		0.81	7
8	7	Dentsu	True Vision Project, Toyota Project, Honda Project, Yamaha Project	0.74		0.74	20
9	8	McCann WorldGroup	Panna Living Project, Kbank Project, CP Meiji	0.84	True Vision Project	0.61	16
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
						10.6	102

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / July 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, Nippon Paint	2.6		2.62	21
2	3	Vizeum	SCG Paper PLC, Panasonic, Sino-Pacific	1.5		1.50	10
3	2	Dentsu Media	The Crown Property Bureau, Sappe, PrudentialCanon Project	1.4		1.36	11
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	9	OMD	Thai Health Promotion Foundation, Line	0.8	Berli Jucker(Planning)	0.45	4
8	7	MEC	Thai Beverage(Digital), Electrolux (Digital), WIKO	0.7		0.66	5
9	12=	Mindshare	Levi's	0.3		0.25	1
10	8	Starcom MediaVest	Huatai Electronic Fan, Inbisco, Siriraj Hospital	0.7	FMCG Client	0.24	3
11	10	ZenithOptimedia	KARMART	0.0		0.05	1
12	11	BPN	Samsung Life Insurance	0.0		0.02	1
13	12=	MPG		0.0		0.00	0
14	14	Initiative	Epson Project, Dak Galbi Restaurant Project	0.1	Central Group(Planning)	-0.20	14
15	15	Maxus		0.0	Huawei	-0.61	0
						8.7	87

### METHODOLOGY

The R3 New Business League has been compiled each of the last 155 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.

For more details please write to [greg@rthree.com](mailto:greg@rthree.com)