

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Aug 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	3.14	Dumex	2.52	24
2	2	BBDO	Khmer Brewery, Tipco Project	1.80		1.80	6
3	4=	Y&R	Est Cola, Fisho, Sene Development, Dumex, Fisho Fish Snack	1.80		1.80	6
4	3	Lowe	Dutchmill, Khmer Brewery Project, Dhak Gualbi Project	1.59	Finance Client	1.29	11
5	7	Leo Burnett	TQM Insurance Broker Project	0.99		0.99	9
6	4=	JWT	AIS, Vespa, Ichitan Project, Muang Thai Insurance Project	1.21	SC Asset	0.90	7
7	6	TBWA	Siamese Asset Project, Thailand Campaign Project	0.89		0.89	6
8	8	Dentsu	True Vision Project, Toyota Project, Honda Project, Yamaha Project	0.79		0.79	21
9	9	McCann WorldGroup	Nespresso Project, Panna Living Project, Kbank Project	0.87	True Vision Project	0.65	17
10	16	DDB	Huawei Project, The Street Ratchada Project	0.67	Jele	0.37	4
11	10	Saatchi & Saatchi	Garena Gaming project, Show DC Project	0.20		0.20	2
12	11	Publicis	Nestle Cerevita	0.06		0.06	3
13=	12=	Grey Group		0.00		0.00	0
13=	12=	M&C Saatchi		0.00		0.00	0
13=	12=	Havas Worldwide		0.00		0.00	0
13=	12=	FCB		0.00		0.00	0
						12.2	116

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Aug 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, Dumex	2.7		2.66	24
2	2	Vizeum	Sino-Pacific, Prego, Scholl, Bon O Bon	1.6		1.61	13
3	4	PHD	Unilever(Search), Central Group, Brightstar	1.6	Ikea	1.48	8
4	3	Dentsu Media	The Crown Property Bureau, Sappe, PrudentialCanon Project	1.4		1.36	11
5	6	Universal McCann	Red Bull Beverages_G2, Thai Jintan_Nude	0.8		0.79	8
6	8	MEC	Thai Beverage(Digital), Electrolux (Digital), WIKO, Supalai	0.8		0.73	6
7	5	MediaCom	Tune Insurance, F&N United, Oishi Group	0.8		0.71	5
8	9	Mindshare	Levi's, F&N Dairies	0.7		0.65	2
9	7	OMD	Thai Health Promotion Foundation, Line, Jotun	1.0	Berli Jucker(Planning)	0.60	5
10	10	Starcom MediaVest	Huatai Electronic Fan, Inbisco, Siriraj Hospital	0.8	FMCG Client	0.34	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	14	Initiative	Red Bull Beverages_G2, Thai Jintan_Nude	0.2	Central Group(Planning)	-0.13	16
15	15	Maxus		0.0	Huawei	-0.61	0
						10.3	106

METHODOLOGY

The R3 New Business League has been compiled each of the last 156 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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