

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / Sep 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	Singha Beer Project, Cambodia Beer, Khmer Brewery	2.40		2.40	8
3	5	Leo Burnett	Singha Beer Project, Tesco Lotus (Digital) Project	1.84		1.84	11
4	3	Y&R	Est Cola, Fisho, Sene Development, Dumex, Fisho Fish Snack	1.80		1.80	6
5	4	Mullen Lowe	Dutchmill, Khmer Brewery Project, Dhak Gualbi Project	1.59	Finance Client	1.29	11
6	6	J Walter Thompson	AIS, Vespa, Ichitan Project, Muang Thai Insurance Project	1.21	SC Asset	0.90	7
7	7	TBWA	Siamese Asset Project, Thailand Campaign Project	0.89		0.89	6
8	8	Dentsu	Samsung Project, True Vision Project, Toyota Project, Honda Project	0.88		0.88	22
9	9	McCann WorldGroup	Nespresso Project, Panna Living Project, Kbank Project	0.87	True Vision Project	0.65	17
10	10	DDB	Huawei Project, The Street Ratchada Project	0.67	Jele	0.37	4
11	11	Saatchi & Saatchi	Garena Gaming project, Show DC Project	0.20		0.20	2
12	12	Publicis	Nestle Cerevita, L'Oreal (Digital), Grab Car Project	0.10		0.10	5
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
						13.8	123

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / Sep 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		2.68	26
2	2	Vizeum	Krung Thai Bank, Sino-Pacific, Prego, Scholl, Bon O Bon	2.0		2.04	14
3	3	PHD	Unilever(Search), Central Group, Brightstar	1.6	Ikea	1.48	8
4	4	Dentsu Media	The Crown Property Bureau, Sappe, PrudentialCanon Project	1.4		1.41	12
5	6	MEC	GoBear, Namyang, Thai Beverage(Digital), Electrolux (Digital)	1.1		1.06	8
6	9	OMD	Thai Health Promotion Foundation, Line, Jotun	1.2	Berli Jucker(Planning)	0.85	6
7	5	Universal McCann	Mobile Sure, Red Bull Beverages_G2, Thai Jintan _Nude	0.8		0.82	9
8	8	Mindshare	Snail White, Levi's, F&N Dairies	0.8		0.75	3
9	7	MediaCom	Tune Insurance, F&N United, Oishi Group	0.8		0.71	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
						11.5	115

METHODOLOGY

The R3 New Business League has been compiled each of the last 157 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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