

## Creative New Business League(Thailand) – Apr 2010

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (US\$m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (US\$m)</b>
<b>1</b>	<b>2=</b>	<b>Leo Burnett</b>	Major Development, Global Fund, Samsung, FrieslandCampina	0.8		0.8
<b>2</b>	<b>2=</b>	<b>BBDO</b>	Pepsi Cola, Jebsen and Jessen, Thai Beverage	0.7		0.7
<b>3</b>	<b>1</b>	<b>Ogilvy</b>	Thailand Convention and Exhibition Bureau, Thoresen Thai Agencies, Srithai Lock & Lock, Bangkok Airways	0.7	Bayer	0.6
<b>4=</b>	<b>4=</b>	<b>TBWA</b>	Merisant	0.3		0.3
<b>4=</b>	<b>4=</b>	<b>Dentsu</b>	Hitachi	0.3		0.3
<b>4=</b>	<b>10=</b>	<b>Publicis</b>	Black Canyon	0.3		0.3
<b>7=</b>	<b>6=</b>	<b>McCann WorldGroup</b>	Novartis (Thailand) Ltd., Chevrolet Sales, LamiTAK, Pfizer Nutrition, Bayer, Ibis Hotel	0.2		0.2
<b>7=</b>	<b>6=</b>	<b>Y&amp;R</b>	Thai Health Promotion Board, Bio	0.2		0.2
<b>9=</b>	<b>8=</b>	<b>Lowe</b>	Unilever Walls	0.1		0.1
<b>9=</b>	<b>8=</b>	<b>Grey Group</b>	Whizdom Condominium	0.1		0.1
<b>11=</b>	<b>10=</b>	<b>Euro RSCG</b>		0.0		0.0
<b>11=</b>	<b>10=</b>	<b>JWT</b>		0.0		0.0
<b>11=</b>	<b>10=</b>	<b>DDB</b>		0.0		0.0
<b>11=</b>	<b>10=</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>11=</b>	<b>10=</b>	<b>DraftFCB</b>		0.0		0.0

## Media New Business Scoreboard(Thailand) –Apr 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Mindshare	Unilever, Bayer, Hong Thong Rice	3.2		3.0
2	4=	Carat	TOA (AOR), Dumex, Jaspal & Son, University of the Chamber of Commerce, Khao shong Industry 1979	1.5		1.3
3	2	MediaCom	Siam Park City, Lock & Lock, Power Plus, Turkish Airlines	0.6		0.6
4	4=	Maxus	Bausch&Lomb, Cooking Oil, Mew, Shangri-la Asia Pacific, Bangkok Airways	0.5	Burberry	0.5
5=	13	MEC	Saralee, ChuoSenko, Major Development, Tanayong (BTS Land)	0.4	Supersport	0.3
5=	3	Initiative	Q-House, Nippon Paint, Playboy condom, Yontrakit	0.3		0.3
7=	7=	PHD	Chia Tai, IKEA, 4 Care Balance	0.1	IKEA, Chia Tai, Central Credit Card	0.1
7=	7=	Universal McCann	Burberry, Supersport	0.1		0.1
7=	9=	ZenithOpti media	Watson's	0.1		0.1
10=	9=	Starcom MediaVest		0.0		0.0
10=	9=	Vizeum		0.0		0.0
10=	9=	MPG		0.0		0.0
13	4=	OMD	A.S Watsons Group, Olympus Imaging, TOA, Equal Sweetener	0.3	TOA (AOR), Dumex	(1.1)

### CREATIVE AGENCIES

Leo Burnett went to the top position securing Major Development, Global Fund, Samsung business. BBDO maintained the second place snapping Pepsi Cola. Publicis went to the fourth spot securing Black Canyon and shared the place with TBWA and Dentsu.

### MEDIA AGENCIES

Mindshare maintained the top positions on the back of previous wins. Carat went to the second after winning TOA and Dumex. MEC jumped to the fifth snapping Saralee, ChuoSenko and etc. and shared the position with Initiative.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 92 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.