

## Creative New Business League(Thailand) –Apr 2011

<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>1</b>	<b>Ogilvy</b>	Dutchmill, Sapanan General Food, Golden Land Compost	2.05	CP Foods	1.65
<b>2</b>	<b>6</b>	<b>TBWA</b>	Pernod Ricard 100 Pipers Digital, DTAC Digital, Netto Net	1.09		1.09
<b>3</b>	<b>2</b>	<b>Y&amp;R</b>	Sansiri, Peugeot, DTAC 3G	0.65		0.65
<b>4</b>	<b>3</b>	<b>Lowe</b>	Unilever, Thai Airway	0.60		0.60
<b>5</b>	<b>9</b>	<b>JWT</b>	CP Foods, Unicef, Thai Airway	0.54		0.54
<b>6=</b>	<b>4=</b>	<b>Saatchi and Saatchi</b>	Lenovo Asia Pacific, FMCG Client	0.50		0.50
<b>6=</b>	<b>4=</b>	<b>Publicis</b>	Surya 16, HACO, BritBike, Tefal	0.50		0.50
<b>8</b>	<b>8</b>	<b>McCann WorldGroup</b>	Ichitan Drink Launch Event, Sun Star, Universal Networks	0.33		0.33
<b>9</b>	<b>13=</b>	<b>Leo Burnett</b>	100 Pipers, Property Perfect	0.31		0.31
<b>10</b>	<b>7</b>	<b>BBDO</b>	Blackberry Asia Pacific, Siam Health Group (Skincare Smooth E), DHL	0.28		0.28
<b>11=</b>	<b>10</b>	<b>DDB</b>	SCG Foundation, Windsor, University of the Thai Chamber of Commerce	0.15		0.15
<b>11=</b>	<b>11=</b>	<b>Grey Group</b>	304 Industrial Park, DSG - Certainty (Adult Diaper)	0.15		0.15
<b>13</b>	<b>11=</b>	<b>Euro RSCG</b>	Bosch Brand Asia Pacific, Racer	0.08		0.08
<b>14=</b>	<b>13=</b>	<b>DraftFCB</b>		0.00		0.00
<b>14=</b>	<b>13=</b>	<b>Dentsu</b>		0.00		0.00

## Media New Business League(Thailand) – Apr 2011

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	1.00		1.00
2	2	Carat	Dumex, Danone Activia, Esmido Fashions	0.85		0.85
3	4	OMD	Oppo Mobile, Asian Property Development, AXA Life Insurance	0.45		0.45
4	5=	Vizeum	TOA Paints Shark, Easy Buy Umey Plus	0.41		0.41
5	3	Starcom MediaVest	Yahoo Asia Pacific, Ministry of Travel & Sports, I Mobile, Cigna Insurance	0.34		0.34
6	5=	ZenithOptimedia	TOT Hi Speed Internet, FOX Channel, FICO	0.28		0.28
7	7	PHD	Hotels.com Asia Pacific, D.Richer, Matchbox	0.27		0.27
8=	8=	Initiative	Boots Retail, T.A.C. Consumer, Techno Sales	0.11	Hotel IBIS	0.05
8=	8=	MediaCom	General Mills International - Wanchai Ferry Frozen Food, Zense of Joy Spa	0.05		0.05
10	12=	MPG	Bosch Asia Pacific, Escada Asia Pacific	0.03		0.03
11	10	Universal McCann	Pacific Cosmetic	0.02		0.02
12	11	MEC	BIC, Starwood Hotels Asia Pacific	0.03	Blue Ribbon	0.01
13	12=	Maxus		0.00		0.00

### CREATIVE AGENCIES

Ogilvy maintained top spot on the back of strong Amway and other wins. TBWA was fastest mover this month with several wins including Pernod Ricard 100 Pipers and DTAC Digital new businesses. Y&R and Lowe made up the rest of the top four.

### MEDIA AGENCIES

Strong Unilever win helped Mindshare to keep on top spot this month, followed by Carat. OMD picked up Oppo Mobile and was placed third. Vizeum won TOA Paints Shark and Easy Buy Umey Plus, making up the rest of the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 104 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.

