

Creative New Business League(Thailand) –August 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Ogilvy	SC Johnson Asia Pacific, The Stock Exchange of Thailand, Siriraj Foundation, True, Dutchmill	5.03	CP Foods	4.63
2	6=	Lowe	Tipco Orange Shake, Mercedes Benz Leasing, True	1.45		1.45
3	2	Leo Burnett	100 Pipers, Property Perfect	1.24		1.24
4	3	TBWA	AB Food & Beverage, Pernod Ricard 100 Pipers Digital, DTAC Digital	1.19	Merisant	0.97
5	4	Y&R	Kubota, Modern Cass, Sansiri, Peugeot	0.87		0.87
6	5	DDB	Mars Asia Pacific, Intel Asia Pacific, SCG Foundation, Windsor	0.75		0.75
7	6=	BBDO	SC Johnson Asia Pacific, VISA Asia Pacific, Mars Asia Pacific	0.70		0.70
8	11	JWT	CP Foods, Unicef, Thai Airway	0.67	Rimmel London Asia Pacific	0.62
9	8	Publicis	Surya 16, HACO, BritBike, Tefal	0.60		0.60
10	9	M&C Saatchi	GM, Tetrapak, Tata Steel, Acuvue	0.58		0.58
11	12	McCann WorldGroup	Deutsche Bank AG, Amdocs Projects, Novartis Impact Factors	0.61		0.56
12	10	Saatchi and Saatchi	Invida Asia Pacific, Lenovo Asia Pacific, FMCG Client	0.52		0.52
13	13	Grey Group	304 Industrial Park, DSG Certainty	0.15		0.15
14	14	Euro RSCG	Racer Electric, Bosch Brand Asia Pacific, Racer	0.13		0.13
15	15	Dentsu	Chelsea Football Club Southeast Asia	0.04		0.04

Media New Business League(Thailand) – August 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	3	OMD	Sony Asia Pacific, MNG Mango, Sena Development, OPPO, Google Chrome	1.29	Tisco Bank	1.23
2	1	Mindshare	The Capital Condo, Unilever	1.01	Ensogo	0.99
3	2	Carat	Ocean Glass, Dumex, Danone Activia	0.97		0.93
4	4	PHD	SC Johnson Asia Pacific, TMT, Hotels.com Asia Pacific, D.Richer	0.70	Air Asia	0.60
5	9	Initiative	AirAsia, Krungthai Bank SME Campaign, Yayoi Japanese Restaurant	0.58	Hotel IBIS	0.52
6	5	Starcom MediaVest	Chevrolet, Electric Generating Authority 2011, Yahoo Asia Pacific	0.51		0.51
7	6	Vizeum	Sukishi Intergroup, TOA Paints Shark, Easy Buy Umey Plus	0.46		0.46
8	7	Maxus	SC Johnson Asia Pacific	0.45		0.45
9	8	ZenithOpti media	TISCO Bank, TOT Hi Speed Internet, FOX Channel	0.36		0.36
10	10	MediaCom	Asiarooms, General Mills International, Zense of Joy Spa	0.07		0.07
11	11=	MPG	Bosch Asia Pacific, Escada Asia Pacific	0.03		0.03
12	11=	Universal McCann	Sunstar, Pacific Cosmetic	0.03		0.03
13	13	MEC	Moon Pattana, BIC, Starwood Hotels Asia Pacific	0.05	Sony Asia Pacific	-0.49

CREATIVE AGENCIES

Ogilvy maintained on top spot on the back of previous wins. Lowe claimed over ten new businesses, such as Tipco and True, and jumped to second. Leo Burnett and TBWA made up the rest of the top four.

MEDIA AGENCIES

OMD jumped to top spot on the back of strong Sony Asia Pacific win. Mindshare fell down to second. Carat and PHD made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 108 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.