

Creative New Business League(Thailand) – Dec 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1=	1=	Ogilvy	UPS Asia Pacific, Samsung, Allied Metal	1.8	LMG Insurance	1.4
1=	1=	BBDO	Krungsriayudhya Card, Haier, SCG Network Management	1.4	Plus shopping mall	1.4
3	3	Leo Burnett	Siam commercial Bank, Tesco Lotus, TCEB	1.3	True Move	1.2
4	4	Lowe	Nippon Paint, Siam Commercial Bank, BJC, Thailand Asset Management Corporation	1.5	Surf Asia Pacific	1.1
5	6	TBWA	SCG - Tra Chang, Allowries Batteries, Rottapharm-Madaus, Nippon Paint	1.0		1.0
6	5	Y&R	Dairy Queen, Central Restaurant Group, Oishi: Amino OK, Thai Health Promotion	0.9		0.9
7	7	Euro RSCG	IBM Digital, Puegeot, Goodyear	0.8		0.8
8	8	McCann WorldGroup	Novartis, Baxter, Kiatnakin Bank, CP-Meiji, Nestle Nutrition	0.8	UPS Asia Pacific	0.5
9	11	JWT	Kelloggs Asia Pacific, Epson Asia Pacific	0.5		0.5
10	9	DDB	Skype BTL Asia Pacific, HP TSG BTL Asia Pacific, True Corporation - True Move	0.4		0.4
11	10	Saatchi and Saatchi	LMG Insurance	0.3		0.3
12=	12=	Grey Group	Siam Park City, United Nations Population Fund, Bausch & Lomb	0.1		0.1
12=	12=	Publicis	BMW South East Asia	0.1		0.1
14	14	DraftFCB		0.0		0.0

Media New Business Scoreboard(Thailand) – Dec 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Mindshare	Indorama, SCG Chemical, The Federation of Thai Industries	1.7		1.6
2=	2	Carat	TN Information Systems, TOT, M Pictures, KNR, Nokia	1.5		1.5
2=	3	ZenithOptimedia	Bookstart, Macroiosk, EGAT, Swarovski Asia Pacific	1.7	HP Asia Pacific	1.5
4	4	MEC	Elisees, Dermacare, UMM Entertainment, Lamptan	1.1	Amway	0.9
5=	5	OMD	ELCA Thailand, TOA, PTT Public, Soken Electronics	0.9	Allianz Asia Pacific	0.5
5=	6=	Universal McCann	Gateway, Microsoft, Aisance, Bangkok Mediplex	0.5		0.5
7	6=	Starcom MediaVest	Diageo	0.4		0.4
8	8	PHD	CAT Telecom Public, Betagen, Bangkok Exhibition Services	0.3		0.3
9	9	MediaCom	Allianz Asia Pacific, "Restore Thai Confidence" campaign	0.8	Nokia	0.1
10	10	Vizeum		0.0		0.0
11=	11	Maxus		0.0	GE Capital	(0.1)
11=	12	Initiative	Nippon Paint, Playboy condom, Krungthai Bank, Infinity Mobile Phone, Western Union	0.4		(0.1)
13	13	MPG		0.0	RB	(0.3)

CREATIVE AGENCIES

Ogilvy and BBDO shared the top place. Ogilvy had won around 20 wins this year including Tao Kae Noi, Diageo and Cervarix Vaccine. BBDO had won a dozen wins including SCG Network Management and The Southeast Life Insurance. Leo Burnett and Lowe finished third and fourth respectively.

MEDIA AGENCIES

Mindshare finished the year on top with a dozen wins, the biggest of which included UIP and Indorama. Carat ranked the second on the back of massive Nokia win. ZenithOptimedia and MEC finished third and fourth respectively.

METHODOLOGY

The R3 New Business League has been compiled each of the last 88 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.