

Creative New Business League(Thailand) –Dec 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1=	Leo Burnett	Squid Brand Fish Sauce, Boonthavorn , Chevrolet CRM, Boon Rawd	1.85		1.85
2	1=	BBDO	AsiaRooms.com, JNJ Baby, Pepsi Cola, Jebsen and Jessen	1.74		1.74
3	3	Publicis	Haco, Burger King	1.07		1.07
4	4=	Ogilvy	Haier Electrical, TOT Public Company, Ministry of Energy, Dentiste	1.27	Panadol	0.65
5	4=	DraftFCB	Nivea	0.60		0.60
6	6	McCann WorldGroup	Amarin Book Center, Thai Military Bank	0.55		0.55
7	11=	Grey Group	Emirates, Saugella, Rottapharm, Whizdom Condominium	0.42		0.42
8	7=	Y&R	Bisolvon Cough Medicine, Malee, Aids Access Foundation	0.39		0.39
9	7=	TBWA	Communication Authority of Thailand, Osotspa	0.36	Nivea	0.36
10	9=	Dentsu	Hitachi	0.30		0.30
11	9=	JWT		0.29		0.29
12	11=	DDB	Ciba Vision	0.24	Energizer	0.09
13	13	Euro RSCG		0.03		0.03
14	14	Saatchi and Saatchi	Flight of the Gibbon Adventure	0.00	Ocean Life Insurance	-0.20
15	15	Lowe	Berli Jucker Corporation, Unilever Walls	0.20	JNJ Baby	-0.80

Media New Business League(Thailand) – Dec 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	Kraft/Cadbury, Sabina, Unilever, Bayer	3.30	Oishi Group	2.50
2	4	Maxus	L'Oreal, P.S.P Specialties, Nirvana, Value Property Development	1.53	Burberry	1.49
3	2	Carat	Sino-Pacific Trading, Beaute Prestige, Subway Digital, Pangsapa	1.61		1.46
4	3	MEC	Oishi Group, Proton Car, F&N Dairies - Bear Brand & Milo, Sara Lee, Tee Holding	1.47	Thai Military Bank	1.02
5	6	Initiative	SB Furniture Group, Za Cosmetics, Woongjin Coway, Q-House, Nippon Paint	0.63		0.63
6	5	MediaCom	Siam Park City, Lock & Lock, Power Plus, Turkish Airlines	0.60		0.60
7	8	Vizeum	SC Assets, Q House Idea Avenue	0.30		0.30
8	9	PHD	4 Care Balance, Elizabeth Arden, Nugin	0.19		0.19
9	10=	Starcom MediaVest	Thai Military Bank	0.10		0.10
10	10=	OMD	Bayer, Elca, Acer	1.66	SCA Hygiene	0.06
11	10=	MPG	CP Meiji (Project)	0.05		0.05
12	13	Universal McCann	Easy Buy, SCA Hygiene, Burberry	0.39	Bank of Ayudhya	-0.01
13	7	ZenithOpti media	Sanofi Aventis, Ministry of Energy, Watson's	0.35	L'Oreal	-0.40

CREATIVE AGENCIES

Leo Burnett capped a successful 2010 with a dozen of wins, including FrieslandCampina and Chevrolet. BBDO was a close second, securing J&J Baby and Thai Beverage Marketing. Publicis was placed third on the back of Microsoft and Black Canyon wins, followed by Ogilvy.

MEDIA AGENCIES

Mindshare finished the year on top on the back of Unilever and Bayer Asia Pacific wins. Maxus stayed second, securing L'Oreal, followed by Carat, who won TOA and Dumex. MEC made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 100 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.