

Creative New Business League(Thailand) –December 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	SCCC, Philips Asia Pacific, San Miguel	5.96		5.36
2	6	Y&R	Krungsri Bank, Siam Kubota, Modern Cass	1.92		1.92
3	2	Lowe	Tipco Orange Shake, Mercedes Benz Leasing, True	1.45		1.45
4	3	Leo Burnett	100 Pipers, Property Perfect	1.24		1.24
5	4	TBWA	Yamaha, Abbott, CAT Telecom Mobile Network	1.44		1.22
6	5	JWT	Baan Rajprasong, CP Foods, Unicef	0.99	Rimmel London Asia Pacific	0.94
7	8	Publicis	Merck OTC Brands Asia Pacific	0.65		0.65
8	9	M&C Saatchi	GM, Tetrapak, Tata Steel, Acuvue	0.58		0.58
9	10	Saatchi and Saatchi	Invida Asia Pacific, Lenovo Asia Pacific, FMCG Client	0.52		0.52
10	11	McCann WorldGroup	Bayer, Tetra Pak, Nanmee	0.76	Lufthansa Asia Pacific	0.47
11	12	Grey Group	Chatrium Hotel and Residences, 304 Industrial Park, DSG Certainty	0.18		0.18
12	13	Euro RSCG	Racer Electric, Bosch Brand Asia Pacific, Racer	0.13		0.13
13	14	Dentsu	Chelsea Football Club Southeast Asia	0.04		0.04
14	7	BBDO	ExxonMobil Asia Pacific	0.90	Krungsri Bank	(0.10)
15	15	DDB	Mars Asia Pacific, Intel Asia Pacific, SCG Foundation, Windsor	0.75	Philips Asia Pacific	(0.15)
16	16	DraftFCB		0.00	SC Johnson Asia Pacific	(7.50)

Media New Business League(Thailand) –December 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	Philips Asia Pacific	1.74		1.71
2	2	MediaCom	Revlon Asia Pacific	1.35		1.35
3	4	Mindshare	Tesco Lotus, The Capital Condo, Unilever	1.02	Ensogo	1.00
4	3	OMD	Sara Lee Moccona, Henkel, Mango, Sony Asia Pacific	1.45	AXA Regional	0.94
5	5	PHD	Sony Ericsson Asia Pacific	0.85	Air Asia	0.75
6	6	Initiative	Za	0.65	Revlon Asia Pacific	0.49
7	7	Maxus	Samsonite, SC Johnson Asia Pacific	0.48		0.48
8	8	Vizeum	Sukishi Intergroup, TOA Paints Shark, Easy Buy Umey Plus	0.46		0.46
9	9	ZenithOptimedia	Conwood, Thailand Board of Investment, TISCO Bank	0.46	Marriott International Asia Pacific	0.41
10	11	MPG	AXA Regional, Bosch Asia Pacific, Escada Asia Pacific	0.28		0.28
11	10	Universal McCann	ExxonMobil Asia Pacific	0.23		0.23
12	12	Starcom MediaVest	Novartis Asia Pacific, Mars and Wrigley SEA, Chevrolet	1.11	P&G SEA	0.11
13	13	MEC	TMB bank, Thai Beverages Chang Soda & Water, Stiebel Eltron	0.87	Novartis Asia Pacific	(0.27)

CREATIVE AGENCIES

Ogilvy continued to lead the industry with the recent SCCC win. Y&R climbed to the second spot with strong Krungsri Bank new business. Lowe and Leo Burnett made up the rest of the top four.

MEDIA AGENCIES

Carat and MediaCom continued to dominate the market by taking up the top two spots. Mindshare moved to the third while OMD dropped to fourth with the recent Sara Lee Moccona win.

METHODOLOGY

The R3 New Business League has been compiled each of the last 112 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.

