

Creative New Business League(Thailand) – Feb 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1=	1=	Ogilvy	Bangkok Airways, AJE, CAT CDMA	0.4		0.4
1=	1=	BBDO	Jebsen and Jessen, Thai Beverage	0.4		0.4
1=	5=	Leo Burnett	FrieslandCampina	0.4		0.4
4=	5=	TBWA	Merisant	0.3		0.3
4=	NA	Dentsu	Hitachi	0.3		0.3
6=	3=	Lowe	Unilever Walls	0.1		0.1
6=	3=	Y&R	Bio	0.1		0.1
6=	5=	McCann WorldGroup	Tata Steel, Takeda, Nestle Fitness	0.1		0.1
6=	5=	Grey Group	Whizdom Condominium	0.1		0.1
10=	5=	Euro RSCG		0.0		0.0
10=	5=	JWT		0.0		0.0
10=	5=	DDB		0.0		0.0
10=	5=	Saatchi and Saatchi		0.0		0.0
10=	5=	Publicis		0.0		0.0
10=	5=	DraftFCB		0.0		0.0

Media New Business Scoreboard(Thailand) –Feb 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	5=	Mindshare	Unilever, Bayer, Hong Thong Rice	3.0		3.0
2	1=	MediaCom	Siam Park City, Lock & Lock, Power Plus, Turkish Airlines	0.6		0.6
3	1=	Carat	Jaspal & Son, University of the Chamber of Commerce, Khao shong Industry 1979	0.4		0.4
4	1=	Initiative	Q-House, Nippon Paint, Playboy condom, Yontrakit	0.3		0.3
5	4	Maxus	Bangkok Airways	0.2		0.2
6	5=	Universal McCann	Supersport	0.1		0.1
7=	5=	PHD		0.0		0.0
7=	5=	ZenithOpti media		0.0		0.0
7=	5=	Starcom MediaVest		0.0		0.0
7=	5=	Vizeum		0.0		0.0
7=	5=	MPG		0.0		0.0
12=	5=	MEC		0.0	Supersport	(0.1)
12=	13	OMD	Merisant	0.2		(0.1)

CREATIVE AGENCIES

Fastest mover this month is Leo Burnett, who secured FrieslandCampina and shared the top position with Ogilvy and BBDO. TBWA and Dentsu shared the fourth place, securing Merisanta and Hitachi respectively.

MEDIA AGENCIES

Mindshare jumped to the top spot on the back of Unilever and other wins. Mediacom moved to second place, securing Siam Park City and Lock & Lock. Carat and Initiative made up the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 90 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.

