

Creative New Business League(Thailand) –Feb 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	Amway	0.80	Lenovo Asia Pacific	0.70
2	11=	Lowe	Unilever, Thai Airway	0.60		0.60
3	2	Saatchi and Saatchi	Lenovo Asia Pacific, FMCG Client	0.50		0.50
4	3	Y&R	Peugeot, DTAC 3G	0.45		0.45
5	6=	Publicis	HACO, BritBike, Tefal	0.30		0.30
6	5	BBDO	Blackberry Asia Pacific, Siam Health Group (Skincare Smooth E), DHL	0.28		0.28
7	10	McCann WorldGroup	Easy Buy, Siemens, City Chain Asia Pacific	0.25		0.25
8	4	TBWA	Communication Authority of Thailand, Tyreplus	0.20		0.20
9	9	JWT	Thai Airway	0.19		0.19
10	11=	DDB	SCG Foundation, Windsor, University of the Thai Chamber of Commerce	0.15		0.15
11	6=	Grey Group	DSG - Certainty (Adult Diaper)	0.05		0.05
12	6=	Euro RSCG	Racer	0.05		0.05
13	11=	Leo Burnett		0.00		0.00
14	11=	DraftFCB		0.00		0.00
15	11=	Dentsu		0.00		0.00

Media New Business League(Thailand) –Feb 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	4=	Mindshare	Unilever	1.00		1.00
2	4=	Carat	Dumex, Danone Activia, Esmido Fashions	0.81		0.81
3	1	OMD	AXA Life Insurance, Levi's Asia Pacific	0.28		0.28
4=	4=	Starcom MediaVest		0.15		0.15
4=	2	PHD	Hotels.com Asia Pacific, D.Richer, Matchbox	0.15		0.15
6	4=	Vizeum	British Paints	0.13		0.13
7	4=	ZenithOpti media	American Standard	0.07		0.07
8	3	Initiative	Tipco F&B	0.05		0.05
9	4=	Universal McCann	Pacific Cosmetic	0.02		0.02
10	4=	MEC	Starwood Hotels Asia Pacific	0.01		0.01
11=	4=	Maxus		0.00		0.00
11=	4=	MediaCom		0.00		0.00
11=	4=	MPG		0.00		0.00

CREATIVE AGENCIES

Ogilvy continued leading the way on the back of strong Amway win last month. Lowe was the fastest mover this month, securing Unilever and Thai Airway. Saatchi&Saatchi and Y&R made up the rest of the top four.

MEDIA AGENCIES

Mindshare jumped to the top spot on the back of the forceful Unilever win. Carat was a close second, securing Dumex, Danone Activia and Esmido Fashions. OMD was placed third, picking up AXA Life Insurance.

METHODOLOGY

The R3 New Business League has been compiled each of the last 102 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.

