

## Creative New Business League(Thailand) – Jan 2010

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (US\$m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (US\$m)</b>
<b>1=</b>	<b>1=</b>	<b>Ogilvy</b>	Bangkok Airways, AJE, CAT CDMA	0.4		0.4
<b>1=</b>	<b>1=</b>	<b>BBDO</b>	Jebsen and Jessen, Thai Beverage	0.4		0.4
<b>3=</b>	<b>4</b>	<b>Lowe</b>	Unilever Walls	0.1		0.1
<b>3=</b>	<b>6</b>	<b>Y&amp;R</b>	Bio	0.1		0.1
<b>5=</b>	<b>8</b>	<b>McCann WorldGroup</b>	Tata Steel, Takeda, Nestle Fitness	0.0		0.0
<b>5=</b>	<b>3</b>	<b>Leo Burnett</b>		0.0		0.0
<b>5=</b>	<b>5</b>	<b>TBWA</b>		0.0		0.0
<b>5=</b>	<b>7</b>	<b>Euro RSCG</b>		0.0		0.0
<b>5=</b>	<b>9</b>	<b>JWT</b>		0.0		0.0
<b>5=</b>	<b>10</b>	<b>DDB</b>		0.0		0.0
<b>5=</b>	<b>11</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>5=</b>	<b>12=</b>	<b>Grey Group</b>		0.0		0.0
<b>5=</b>	<b>12=</b>	<b>Publicis</b>		0.0		0.0
<b>5=</b>	<b>14</b>	<b>DraftFCB</b>		0.0		0.0

## Media New Business Scoreboard(Thailand) –Jan 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1=	9	MediaCom	Power Plus, Turkish Airlines	0.3		0.3
1=	2=	Carat	TMB Bank Digital, Osotsapa Digital, Cigna Insurance Digital	0.3		0.3
1=	11=	Initiative	Nippon Paint, Playboy condom, Yontrakit KIA Motors, Kayari	0.3		0.3
4	11=	Maxus	Bangkok Airways	0.2		0.2
5=	1	Mindshare		0.0		0.0
5=	2=	ZenithOpti media		0.0		0.0
5=	4	MEC		0.0		0.0
5=	5=	Universal McCann		0.0		0.0
5=	7	Starcom MediaVest		0.0		0.0
5=	8	PHD		0.0		0.0
5=	10	Vizeum		0.0		0.0
5=	13	MPG		0.0		0.0
13	5=	OMD		0.0		0.0

### CREATIVE AGENCIES

Ogilvy took the first place on the back of several wins including Bangkok Airways, AJE and CAT CDMA. BBDO tied for the first place, securing Jebesen and Jessen and Thai Beverage. Lowe and Y&R made up the top four.

### MEDIA AGENCIES

Mediacom, Carat and Initiative tied for the first place. Among them, Mediacom secured Power Plus and Turkish Airlines, Carat secured several digital accounts and Initiative secured several wins including Nippon Paint and Playboy condom. Maxus went to the fourth position.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 89 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.

