

Creative New Business League(Thailand) –Jan 2011

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	4	Ogilvy	Amway	0.80	Lenovo Asia Pacific	0.70
2	14	Saatchi and Saatchi	Lenovo Asia Pacific, FMCG Client	0.50		0.50
3	8	Y&R	DTAC 3G	0.25		0.25
4	9	TBWA	Communication Authority of Thailand, Tyreplus	0.20		0.20
5	2	BBDO	Siam Health Group (Skincare Smooth E), DHL	0.08		0.08
6=	3	Publicis	LG Digital Asia Pacific	0.05		0.05
6=	7	Grey Group	DSG - Certainty (Adult Diaper)	0.05		0.05
6=	13	Euro RSCG	Racer	0.05		0.05
9	11	JWT		0.04		0.04
10	6	McCann WorldGroup	Boutique Asset Management, IP Trading	0.01		0.01
11=	1	Leo Burnett		0.00		0.00
11=	5	DraftFCB		0.00		0.00
11=	10	Dentsu		0.00		0.00
11=	12	DDB		0.00		0.00
11=	15	Lowe		0.00		0.00

Media New Business League(Thailand) –Jan 2011

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	10	OMD	Levi's Asia Pacific	0.18		0.18
2	8	PHD	D.Richer, Matchbox, Valuation Plus	0.12		0.12
3	5	Initiative	Tipco F&B	0.05		0.05
4=	1	Mindshare		0.00		0.00
4=	2	Maxus		0.00		0.00
4=	3	Carat		0.00		0.00
4=	4	MEC		0.00		0.00
4=	6	MediaCom		0.00		0.00
4=	7	Vizeum		0.00		0.00
4=	9	Starcom MediaVest		0.00		0.00
4=	11	MPG		0.00		0.00
4=	12	Universal McCann		0.00		0.00
4=	13	ZenithOpti media		0.00		0.00

CREATIVE AGENCIES

In the first report of 2011, Ogilvy led the way through strong Amway win. Saatchi and Saatchi was placed second, securing Lenovo Asia Pacific and FMCG new client. Y&R and TBWA made up the rest of the top four.

MEDIA AGENCIES

OMD stayed top position on 2011 first media agency table on the back of Levi's Asia Pacific win. PHD was a close second, securing D.Richer, Matchbox and Valuation Plus. Initiative made up the rest of the top four with Tipco F&B win.

METHODOLOGY

The R3 New Business League has been compiled each of the last 101 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.

