

## Creative New Business League(Thailand) –July 2011

<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>	SC Johnson Asia Pacific, The Stock Exchange of Thailand, Siriraj Foundation, True, Dutchmill	5.03	CP Foods	4.63
<b>2</b>	<b>2</b>	<b>Leo Burnett</b>	100 Pipers, Property Perfect	1.24		1.24
<b>3</b>	<b>3</b>	<b>TBWA</b>	Pernod Ricard 100 Pipers Digital, DTAC Digital, Netto Net	1.09	Mars Asia Pacific	0.89
<b>4</b>	<b>5</b>	<b>Y&amp;R</b>	Modern Cass, Sansiri, Peugeot, DTAC 3G	0.77		0.77
<b>5</b>	<b>4</b>	<b>DDB</b>	Mars Asia Pacific, Intel Asia Pacific, SCG Foundation, Windsor	0.75		0.75
<b>6=</b>	<b>10</b>	<b>BBDO</b>	SC Johnson Asia Pacific, VISA Asia Pacific, Mars Asia Pacific	0.70		0.70
<b>6=</b>	<b>6</b>	<b>Lowe</b>	Mercedes-Benz Leasing, Unilever, Thai Airway	0.70		0.70
<b>8</b>	<b>8</b>	<b>Publicis</b>	Surya 16, HACO, BritBike, Tefal	0.60		0.60
<b>9</b>	<b>15=</b>	<b>M&amp;C Saatchi</b>	GM, Tetrapak, Tata Steel, Acuvue	0.58		0.58
<b>10</b>	<b>7</b>	<b>Saatchi and Saatchi</b>	Invida Asia Pacific, Lenovo Asia Pacific, FMCG Client	0.52		0.52
<b>11</b>	<b>9</b>	<b>JWT</b>	CP Foods, Unicef, Thai Airway	0.54	Rimmel London Asia Pacific	0.49
<b>12</b>	<b>11</b>	<b>McCann WorldGroup</b>	GSK, Amdocs, Covidien , Microsoft	0.33		0.33
<b>13</b>	<b>12</b>	<b>Grey Group</b>	304 Industrial Park, DSG Certainty	0.15		0.15
<b>14</b>	<b>13</b>	<b>Euro RSCG</b>	Racer Electric, Bosch Brand Asia Pacific, Racer	0.13		0.13
<b>15</b>	<b>14</b>	<b>Dentsu</b>	Chelsea Football Club Southeast Asia	0.04		0.04

## Media New Business League(Thailand) – July 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Mindshare	The Capital Condo, Unilever	1.01	Ensogo	0.99
2	2	Carat	Ocean Glass, Dumex, Danone Activia	0.97	MNG (Mango)	0.93
3	3	OMD	MNG Mango, Sena Development, OPPO, Google Chrome, Syngenta	0.79	Tisco Bank	0.73
4	8	PHD	SC Johnson Asia Pacific, TMT, Hotels.com Asia Pacific, D.Richer	0.70	Air Asia	0.60
5	4	Starcom MediaVest	Chevrolet, Electric Generating Authority 2011, Yahoo Asia Pacific	0.51		0.51
6	5	Vizeum	Sukishi Intergroup, TOA Paints Shark, Easy Buy Umey Plus	0.46		0.46
7	12	Maxus	SC Johnson Asia Pacific	0.45		0.45
8	6	ZenithOptimedia	TISCO Bank, TOT Hi Speed Internet, FOX Channel	0.36		0.36
9	7	Initiative	Krungthai Bank SME Campaign, Yayoi Japanese Restaurant, Air Asia	0.38	Hotel IBIS	0.32
10	9	MediaCom	General Mills International - Wanchai Ferry Frozen Food, Zense of Joy Spa	0.05		0.05
11=	10	MPG	Bosch Asia Pacific, Escada Asia Pacific	0.03		0.03
11=	11	Universal McCann	Sunstar, Pacific Cosmetic	0.03		0.03
13	13	MEC	Moon Pattana, BIC, Starwood Hotels Asia Pacific	0.05	Blue Ribbon	0.01

### CREATIVE AGENCIES

Ogilvy maintained its top spot on the back of strong SC Johnson Asia Pacific new business, followed by Leo Burnett. TBWA and Y&R made up the rest of the top four.

### MEDIA AGENCIES

Mindshare stayed on top spot, followed by Carat. OMD won MNG Mango, while PHD picked up SC Johnson Asia Pacific, and they made up the rest of the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 107 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.