

Creative New Business League(Thailand) –June 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	The Stock Exchange of Thailand, Siriraj Foundation, True, Dutchmill	5.08	CP Foods	4.68
2	10	Leo Burnett	100 Pipers, Property Perfect	1.24		1.24
3	2	TBWA	Pernod Ricard 100 Pipers Digital, DTAC Digital, Netto Net	1.09	Mars Asia Pacific	0.89
4	3=	DDB	Mars Asia Pacific, Intel Asia Pacific, SCG Foundation, Windsor	0.75		0.75
5	3=	Y&R	Sansiri, Peugeot, DTAC 3G	0.70		0.70
6	5	Lowe	Unilever, Thai Airway	0.60		0.60
7	7	Saatchi and Saatchi	Invida Asia Pacific, Lenovo Asia Pacific, FMCG Client	0.52		0.52
8	8	Publicis	Surya 16, HACO, BritBike, Tefal	0.60		0.60
9	6	JWT	CP Foods, Unicef, Thai Airway	0.54	Rimmel London Asia Pacific	0.49
10	11	BBDO	VISA Asia Pacific, Mars Asia Pacific, Blackberry Asia Pacific	0.40		0.40
11	9	McCann WorldGroup	GSK, Amdocs, Covidien , Microsoft	0.33		0.33
12	12	Grey Group	304 Industrial Park, DSG Certainty	0.15		0.15
13	13	Euro RSCG	Racer Electric, Bosch Brand Asia Pacific, Racer	0.13		0.13
14	14	Dentsu	Chelsea Football Club Southeast Asia	0.04		0.04
15	15	DraftFCB		0.00		0.00

Media New Business League(Thailand) –June 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		0.97
3	3	OMD	Sena Development, OPPO, Google Chrome, Syngenta	0.76		0.76
4	6=	Starcom MediaVest	Chevrolet, Electric Generating Authority 2011, Yahoo Asia Pacific	0.51		0.51
5	4	Vizeum	Sukishi Intergroup, TOA Paints Shark, Easy Buy Umey Plus	0.46		0.46
6	6=	ZenithOpti media	TISCO Bank, TOT Hi Speed Internet, FOX Channel	0.34		0.34
7	8=	Initiative	Krungthai Bank SME Campaign, Yayoi Japanese Restaurant, Air Asia	0.38	Hotel IBIS	0.32
8	5	PHD	TMT, Hotels.com Asia Pacific, D.Richer	0.40	Air Asia	0.30
9	8=	MediaCom	General Mills International - Wanchai Ferry Frozen Food, Zense of Joy Spa	0.05		0.05
10	10	MPG	Bosch Asia Pacific, Escada Asia Pacific	0.03		0.03
11	11	Universal McCann	Pacific Cosmetic	0.02		0.02
12	12	Maxus		0.00		0.00
13	13	MEC	BIC, Starwood Hotels Asia Pacific	0.03	Blue Ribbon	(0.01)

CREATIVE AGENCIES

Ogilvy kept top spot on the back of The Stock Exchange of Thailand and Siriraj Foundation new businesses. Leo Burnett was the fastest mover this month with some confidential wins. TBWA and DDB made up the rest of the top four.

MEDIA AGENCIES

Mindshare kept top spot on the back of The Capital Condo win. Carat was a close second, securing Ministry of Energy RS Plc. OMD and Starcom made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 106 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.

