

Creative New Business League(Thailand) – Mar 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1=	Ogilvy	Srithai Lock & Lock, Bangkok Airways, AJE, CAT CDMA	0.6	Bayer	0.6
2=	1=	BBDO	Jebsen and Jessen, Thai Beverage	0.4		0.4
2=	1=	Leo Burnett	FrieslandCampina	0.4		0.4
4=	4=	TBWA	Merisant	0.3		0.3
4=	4=	Dentsu	Hitachi	0.3		0.3
6=	6=	McCann WorldGroup	LamiTAK, Pfizer Nutrition, Bayer, Ibis Hotel	0.2		0.2
6=	6=	Y&R	Thai Health Promotion Board, Bio	0.2		0.2
8=	6=	Lowe	Unilever Walls	0.1		0.1
8=	6=	Grey Group	Whizdom Condominium	0.1		0.1
10=	10=	Euro RSCG		0.0		0.0
10=	10=	JWT		0.0		0.0
10=	10=	DDB		0.0		0.0
10=	10=	Saatchi and Saatchi		0.0		0.0
10=	10=	Publicis		0.0		0.0
10=	10=	DraftFCB		0.0		0.0

Media New Business Scoreboard(Thailand) – Mar 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Mindshare	Unilever, Bayer, Hong Thong Rice	3.0		3.0
2	2	MediaCom	Siam Park City, Lock & Lock, Power Plus, Turkish Airlines	0.6		0.6
3	4	Initiative	Q-House, Nippon Paint, Playboy condom, Yontrakit	0.3		0.3
4=	3	Carat	Jaspal & Son, University of the Chamber of Commerce, Khao shong Industry 1979	0.4	TOA	0.2
4=	5	Maxus	Shangri-la Asia Pacific, Bangkok Airways	0.2		0.2
4=	12=	OMD	Olympus Imaging, TOA, Equal Sweetener	0.4	Shangri-la Asia Pacific	0.2
7=	6	Universal McCann	Supersport	0.1		0.1
7=	7=	PHD	Chia Tai, IKEA, 4 Care Balance	0.1		0.1
9=	7=	ZenithOpti media		0.0		0.0
9=	7=	Starcom MediaVest		0.0		0.0
9=	7=	Vizeum		0.0		0.0
9=	7=	MPG		0.0		0.0
13	12	MEC		0.0	Supersport	(0.1)

CREATIVE AGENCIES

Ogilvy went to the top position securing Srithai Lock & Lock business. BBDO and Leo Burnett shared the second place. TBWA and Dentsu shared the fourth place.

MEDIA AGENCIES

Mindshare, Mediacom and Initiative maintained the top three positions on the back of previous wins. Carat went to the fourth after losing TOA

METHODOLOGY

The R3 New Business League has been compiled each of the last 91 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.

