

Creative New Business League(Thailand) –Mar 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	Dutchmill, Sapanan General Food, Golden Land Compost	2.05	Lenovo Asia Pacific	1.95
2	4	Y&R	Sansiri, Peugeot, DTAC 3G	0.65		0.65
3	2	Lowe	Unilever, Thai Airway	0.60		0.60
4=	3	Saatchi and Saatchi	Lenovo Asia Pacific, FMCG Client	0.50		0.50
4=	5	Publicis	Surya 16, HACO, BritBike, Tefal	0.50		0.50
6	8	TBWA	Nu Skin, SCG Homeart, Terminal 21 Shopping Complex	0.36		0.36
7	6	BBDO	Blackberry Asia Pacific, Siam Health Group (Skincare Smooth E), DHL	0.28		0.28
8	7	McCann WorldGroup	Easy Buy, Siemens, City Chain Asia Pacific	0.25		0.25
9	9	JWT	Thai Airway	0.19		0.19
10	10	DDB	SCG Foundation, Windsor, University of the Thai Chamber of Commerce	0.15		0.15
11=	11	Grey Group	DSG - Certainty (Adult Diaper)	0.05		0.05
11=	12	Euro RSCG	Racer	0.05		0.05
13=	13	Leo Burnett		0.00		0.00
13=	14	DraftFCB		0.00		0.00
13=	15	Dentsu		0.00		0.00

Media New Business League(Thailand) – Mar 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	Unilever	1.00		1.00
2	2	Carat	Dumex, Danone Activia, Esmido Fashions	0.81		0.81
3	4=	Starcom MediaVest	Yahoo Asia Pacific, Ministry of Travel & Sports, I Mobile, Cigna Insurance	0.34		0.34
4	3	OMD	Asian Property Development, AXA Life Insurance, Levi's Asia Pacific	0.30		0.30
5=	6	Vizeum	Captain Coating, British Paints	0.20		0.20
5=	7	ZenithOpti media	EGAT, Hotel IBIS, Blue Ribbon	0.20		0.20
7	4=	PHD	Hotels.com Asia Pacific, D.Richer, Matchbox	0.15		0.15
8=	8	Initiative	Boots Retail, T.A.C. Consumer, Techno Sales	0.11	Hotel IBIS	0.05
8=	11=	MediaCom	General Mills International - Wanchai Ferry Frozen Food, Zense of Joy Spa	0.05		0.05
10	9	Universal McCann	Pacific Cosmetic	0.02		0.02
11	10	MEC	BIC, Starwood Hotels Asia Pacific	0.03	Blue Ribbon	0.01
12=	11=	Maxus		0.00		0.00
12=	11=	MPG		0.00		0.00

CREATIVE AGENCIES

Ogilvy continued to dominate Thailand table, securing Dutchmill and Sapanan General Food. Y&R moved to second on the back of Sansiri win. Lowe was placed third.

MEDIA AGENCIES

Mindshare stayed top spot on the back of excellent Unilever win, followed by Carat. Starcom picked up more than five new clients, including Yahoo Asia Pacific and I Mobile. OMD made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 103 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.

