

## Creative New Business League(Thailand) – May 2010

<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>Leo Burnett</b>	Major Development, Global Fund, Samsung, FrieslandCampina	1.1		1.1
<b>2</b>	<b>2</b>	<b>BBDO</b>	Pepsi Cola, Jebsen and Jessen, Thai Beverage	0.7		0.7
<b>3</b>	<b>3</b>	<b>Ogilvy</b>	Thailand Convention and Exhibition Bureau	0.7	Bayer	0.6
<b>4=</b>	<b>4=</b>	<b>TBWA</b>	Merisant	0.3		0.3
<b>4=</b>	<b>4=</b>	<b>Dentsu</b>	Hitachi	0.3		0.3
<b>4=</b>	<b>4=</b>	<b>Publicis</b>	Black Canyon	0.3		0.3
<b>4=</b>	<b>7=</b>	<b>McCann WorldGroup</b>	Novartis, Chevrolet Sales, LamiTAK, Pfizer Nutrition	0.3		0.3
<b>8</b>	<b>7=</b>	<b>Y&amp;R</b>	Thai Health Promotion Board, Bio	0.2		0.2
<b>9=</b>	<b>11=</b>	<b>JWT</b>		0.1		0.1
<b>9=</b>	<b>9=</b>	<b>Lowe</b>	Unilever Walls	0.1		0.1
<b>9=</b>	<b>9=</b>	<b>Grey Group</b>	Whizdom Condominium	0.1		0.1
<b>11=</b>	<b>11=</b>	<b>Euro RSCG</b>		0.0		0.0
<b>11=</b>	<b>11=</b>	<b>DDB</b>		0.0		0.0
<b>11=</b>	<b>11=</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>11=</b>	<b>11=</b>	<b>DraftFCB</b>		0.0		0.0

## Media New Business Scoreboard(Thailand) – May 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	3.2		3.0
2	2	Carat	TOA, Dumex, Jaspal & Son, University of the Chamber of Commerce	1.5		1.3
3	3	MediaCom	Siam Park City, Lock & Lock, Power Plus, Turkish Airlines	0.6		0.6
4	4	Maxus	Bausch&Lomb, Cooking Oil, Mew, Shangri-la Asia Pacific, Bangkok Airways	0.5	Burberry	0.5
5	5=	MEC	Paolo Memorial Hospital, Minor fashion / Gap	0.4	Supersport	0.4
6	5=	Initiative	Q-House, Nippon Paint, Playboy condom, Yontrakit	0.3		0.3
7=	7=	PHD	Chia Tai, IKEA, 4 Care Balance	0.1		0.1
7=	7=	Universal McCann	Burberry, Supersport	0.1		0.1
7=	7=	ZenithOptimedia	Watson's	0.1		0.1
10=	10=	Starcom MediaVest		0.0		0.0
10=	10=	Vizeum		0.0		0.0
12	10=	MPG	CP Meiji (Project)	0.1	AXA	(0.2)
13	13	OMD	AXA, A.S Watsons Group	0.3	Dumex	(0.8)

### CREATIVE AGENCIES

A quiet month for Thailand, all agency ranks stayed the same

### MEDIA AGENCIES

A quiet month for Thailand, all agency ranks stayed the same

### METHODOLOGY

The R3 New Business League has been compiled each of the last 93 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.

