

## Creative New Business League(Thailand) –May2011

<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>	True, Dutchmill, Sapanan General Food	5.05	CP Foods	4.65
<b>2</b>	<b>2</b>	<b>TBWA</b>	Pernod Ricard 100 Pipers Digital, DTAC Digital, Netto Net	1.09		1.09
<b>3=</b>	<b>3</b>	<b>Y&amp;R</b>	Sansiri, Peugeot, DTAC 3G	0.65		0.65
<b>3=</b>	<b>11=</b>	<b>DDB</b>	Intel Asia Pacific, SCG Foundation, Windsor	0.65		0.65
<b>5</b>	<b>4</b>	<b>Lowe</b>	Unilever, Thai Airway	0.60		0.60
<b>6</b>	<b>5</b>	<b>JWT</b>	CP Foods, Unicef, Thai Airway	0.54		0.54
<b>7</b>	<b>6=</b>	<b>Saatchi and Saatchi</b>	Invida Asia Pacific, Lenovo Asia Pacific, FMCG Client	0.52		0.52
<b>8</b>	<b>6=</b>	<b>Publicis</b>	Surya 16, HACO, BritBike, Tefal	0.50		0.50
<b>9</b>	<b>8</b>	<b>McCann WorldGroup</b>	Ichitan Drink Launch Event, Sun Star, Universal Networks	0.33		0.33
<b>10</b>	<b>9</b>	<b>Leo Burnett</b>	100 Pipers, Property Perfect	0.31		0.31
<b>11</b>	<b>10</b>	<b>BBDO</b>	Blackberry Asia Pacific, Siam Health Group (Skincare Smooth E), DHL	0.28		0.28
<b>12</b>	<b>11=</b>	<b>Grey Group</b>	304 Industrial Park, DSG - Certainty (Adult Diaper)	0.15		0.15
<b>13</b>	<b>13</b>	<b>Euro RSCG</b>	Racer Electric, Bosch Brand Asia Pacific, Racer	0.13		0.13
<b>14</b>	<b>14=</b>	<b>Dentsu</b>	Chelsea Football Club Southeast Asia	0.04		0.04
<b>15</b>	<b>14=</b>	<b>DraftFCB</b>		0.00		0.00

## Media New Business League(Thailand) – May 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	Ensogo	0.98
2	2	Carat	Ocean Glass, Dumex, Danone Activia	0.88		0.88
3	3	OMD	Google Chrome, Syngenta, Ensogo	0.61		0.61
4	4	Vizeum	Sukishi Intergroup, TOA Paints Shark, Easy Buy Umey Plus	0.46		0.46
5	7	PHD	TMT, Hotels.com Asia Pacific, D.Richer	0.40		0.40
6=	6	ZenithOptimedia	TISCO Bank, TOT Hi Speed Internet, FOX Channel	0.34		0.34
6=	5	Starcom MediaVest	Yahoo Asia Pacific, Ministry of Travel & Sports, I Mobile, Cigna Insurance	0.34		0.34
8=	8=	Initiative	Boots Retail, T.A.C. Consumer, Techno Sales	0.11	Hotel IBIS	0.05
8=	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	13	Maxus		0.00		0.00
13	12	MEC	BIC, Starwood Hotels Asia Pacific	0.03	Blue Ribbon	-0.01

### CREATIVE AGENCIES

Ogilvy maintained on top spot on the back of strong True win, followed by TBWA. Y&R and DDB made up the rest of the top four.

### MEDIA AGENCIES

Mindshare stayed on top spot on the back of strong Unilever win, followed by Carat. OMD secured Google Chrome, and made up the rest of top four with Vizeum.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 105 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.

