

Creative New Business League(Thailand) – Nov 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Ogilvy	UPS Asia Pacific, Samsung, Allied Metal	1.8	LMG Insurance	1.4
1=	2	BBDO	Haier, SCG Network Management, The Southeast Life Insurance	1.4	Plus shopping mall	1.4
3	3	Leo Burnett	Siam commercial Bank, Tesco Lotus, TCEB	1.3	True Move	1.2
4	4	Lowe	Siam Commercial Bank, BJC, Thailand Asset Management Corporation	1.4	Surf Asia Pacific	1.0
5	5	Y&R	Dairy Queen, Central Restaurant Group, Oishi: Amino OK, Thai Health Promotion	0.9		0.9
6	6	TBWA	Allowries Batteries, Rottapharm-Madaus, Nippon Paint, Kim Chua Trading	0.8		0.8
7	7	Euro RSCG	Puegeot, Goodyear	0.6		0.6
8	8	McCann WorldGroup	Baxter, Kiatnakin Bank, CP-Meiji, Nestle Nutrition, Takeda	0.7	UPS Asia Pacific	0.5
9	9	DDB	Skype BTL Asia Pacific, HP TSG BTL Asia Pacific, True Corporation - True Move	0.4		0.4
10	10	Saatchi and Saatchi	LMG Insurance	0.3		0.3
11	11=	JWT	Kelloggs Asia Pacific, Epson Asia Pacific	0.2		0.2
12=	11=	Grey Group	United Nations Population Fund, Bausch & Lomb	0.1		0.1
12=	11=	Publicis	BMW South East Asia	0.1		0.1
14	14	DraftFCB		0.0		0.0

Media New Business Scoreboard(Thailand) – Nov 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	2	Mindshare	Indorama, SCG Chemical, The Federation of Thai Industries	1.7		1.6
2	1	Carat	TOT, M Pictures, KNR, Nokia	1.5		1.5
3	3	ZenithOptimedia	EGAT, Swarovski Asia Pacific, Korea Tourism Asia Pacific	1.4	HP (Asia Pacific)	1.3
4	4	MEC	Elisees, Dermacare, UMM Entertainment, Lamptan	1.1	Amway	0.9
5	5	OMD	ELCA Thailand, TOA, PTT Public, Soken Electronics	0.9	Allianz Asia Pacific	0.5
6=	6=	Universal McCann	Gateway, Microsoft, Aisance, Bangkok Mediplex	0.4		0.4
6=	6=	Starcom MediaVest	Diageo	0.4		0.4
8	8	PHD	CAT Telecom Public, Betagen, Bangkok Exhibition Services	0.3		0.3
9	11=	MediaCom	Allianz Asia Pacific, "Restore Thai Confidence" campaign	0.8	Nokia	0.1
10	9=	Vizeum		0.0		0.0
11	11=	Maxus		0.0	GE Capital	(0.1)
12	13	Initiative	Krungthai Bank, Infinity Mobile Phone, Western Union, Aetas Bangkok Hotel	0.3		(0.2)
13	9=	MPG		0.0	RB	(0.3)

CREATIVE AGENCIES

Ogilvy maintained the top position on the back of previous wins. BBDO also maintained the second place securing Haier business. Leo Burnett and Lowe made up the top four.

MEDIA AGENCIES

Mindshare moved to the top position securing Indorama. Carat, ZenithOptimedia and MEC made up the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 87 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.