

Creative New Business League(Thailand) –Nov 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1=	1=	BBDO	AsiaRooms.com, JNJ Baby, Pepsi Cola, Jebsen and Jessen	1.7		1.7
1=	1=	Leo Burnett	Coca Cola, Boonthavorn , Chevrolet CRM, Boon Rawd	1.7		1.7
3	3=	Publicis	Haco, Burger King	1.1		1.1
4=	5	Ogilvy	TOT Public Company, Thailand Convention and Exhibition Bureau, Ministry of Energy, Dentiste	1.2	Panadol	0.6
4=	12=	DraftFCB	Nivea	0.6		0.6
6	6	McCann WorldGroup	Pfizer, Durex	0.5		0.5
7=	7	Y&R	Bisolvon Cough Medicine, Malee, Aids Access Foundation	0.4		0.4
7=	3=	TBWA	Communication Authority of Thailand, Osotspa	0.4	Nivea	0.4
9=	8	Dentsu	Hitachi	0.3		0.3
9=	9=	JWT		0.3		0.3
11=	9=	DDB	Ciba Vision	0.2	Energizer	0.1
11=	9=	Grey Group	Rottapharm, Whizdom Condominium	0.1		0.1
13	12=	Euro RSCG		0.0		0.0
14	14	Saatchi and Saatchi	Flight of the Gibbon Adventure	0.0	Ocean Life Insurance	(0.2)
15	15	Lowe	Berli Jucker Corporation, Unilever Walls	0.2	JNJ Baby	(0.8)

Media New Business League(Thailand) –Nov 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	Kraft/Cadbury, Sabina, Unilever, Bayer	3.3	Oishi Group	2.5
2	2	Carat	Sino-Pacific Trading, Beaute Prestige, Subway Digital, Pangsapa	1.6		1.5
3	4=	MEC	Oishi Group, Proton Car, F&N Dairies - Bear Brand & Milo, Sara Lee, Tee Holding	1.5	Thai Military Bank	1.0
4	3	Maxus	P.S.P Specialties, Nirvana, Value Property Development	0.8	Burberry	0.7
5	4=	MediaCom	Siam Park City, Lock & Lock, Power Plus, Turkish Airlines	0.6		0.6
6	5	Initiative	Za Cosmetics, Woongjin Coway, Q-House, Nippon Paint	0.5		0.5
7	6=	ZenithOptimedia	Sanofi Aventis, Ministry of Energy, Watson's	0.4		0.4
8	6=	Vizeum	SC Assets, Q House Idea Avenue	0.3		0.3
9	8	PHD	4 Care Balance, Elizabeth Arden, Nugin	0.2		0.2
10=	9=	Starcom MediaVest	Thai Military Bank	0.1		0.1
10=	9=	OMD	Bayer, Elca, Acer	1.7	SCA Hygiene	0.1
10=	9=	MPG	CP Meiji (Project)	0.1		0.1
13	13	Universal McCann	ASSA ABLOY, SCA Hygiene, www.thaiteachers.tv, Burberry	0.4	Bank of Ayudhya	(0.0)

CREATIVE AGENCIES

The top two positions were unchanged this month, while Publicis was placed third, securing Haco and Burger King. Fastest mover this month was DraftFCB, with Nivea Asia Pacific win, making up the rest of the top four with Ogilvy.

MEDIA AGENCIES

Mindshare maintained top spot in the league on the back of previous wins, despite the loss of Oishi Group to MEC. Carat, MEC and Maxus made up the rest of the top four, while Maxus was selected for P.S.P Specialties.

METHODOLOGY

The R3 New Business League has been compiled each of the last 99 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.

