

Creative New Business League(Thailand) –November 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	Philips Asia Pacific, San Miguel, Coke Corporate Campaign	5.94		5.34
2	2	Lowe	Tipco Orange Shake, Mercedes Benz Leasing, True	1.45		1.45
3	3	Leo Burnett	100 Pipers, Property Perfect	1.24		1.24
4	4	TBWA	Yamaha, Abbott, CAT Telecom Mobile Network	1.44	Mars Asia Pacific	1.07
5	5	JWT	Baan Rajprasong, CP Foods, Unicef	0.99	Rimmel London Asia Pacific	0.94
6	6	Y&R	Siam Kubota, Modern Cass, Sansiri, Peugeot	0.92		0.92
7	8	BBDO	ExxonMobil Asia Pacific	0.90		0.90
8	10	Publicis	Merck OTC Brands Asia Pacific	0.65		0.65
9	11	M&C Saatchi	GM, Tetrapak, Tata Steel, Acuvue	0.58		0.58
10	12	Saatchi and Saatchi	Invida Asia Pacific, Lenovo Asia Pacific, FMCG Client	0.52		0.52
11	9	McCann WorldGroup	GM, Takeda, Glaxo Smith Kline	0.68	ExxonMobil Asia Pacific	0.43
12	13	Grey Group	304 Industrial Park, DSG Certainty	0.15		0.15
13	14	Euro RSCG	Racer Electric, Bosch Brand Asia Pacific, Racer	0.13		0.13
14	15	Dentsu	Chelsea Football Club Southeast Asia	0.04		0.04
15	7	DDB	Mars Asia Pacific, Intel Asia Pacific, SCG Foundation, Windsor	0.75	Philips Asia Pacific	(0.15)

Media New Business League(Thailand) – November 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	Philips Asia Pacific	1.74		1.71
2	3	MediaCom	Revlon Asia Pacific	1.35		1.35
3	2	OMD	Henkel, Mango, Sony Asia Pacific	1.44	ExxonMobil Asia Pacific	1.18
4	4	Mindshare	Tesco Lotus, The Capital Condo, Unilever	1.02	Ensogo	1.00
5	5	PHD	Sony Ericsson Asia Pacific	0.85	Air Asia	0.75
6	6	Initiative	Za	0.65	Revlon Asia Pacific	0.49
7	9	Maxus	Samsonite, SC Johnson Asia Pacific	0.48		0.48
8	7	Vizeum	Sukishi Intergroup, TOA Paints Shark, Easy Buy Umey Plus	0.46		0.46
9	8	ZenithOpti media	Conwood, Thailand Board of Investment, TISCO Bank	0.46	Marriott International Asia Pacific	0.41
10	10=	Universal McCann	ExxonMobil Asia Pacific	0.23		0.23
11	10=	MPG	Bosch Asia Pacific, Escada Asia Pacific	0.03		0.03
12	12	Starcom MediaVest	Mars and Wrigley SEA, Chevrolet, Electric Generating Authority 2011	0.71	P&G SEA	(0.29)
13	13	MEC	Marriott International Asia Pacific, Moon Pattana, BIC	0.10	Sony Ericsson Asia Pacific	(0.54)

CREATIVE AGENCIES

Ogilvy won strong Philips Asia Pacific new business and stayed on top spot. Lowe was placed second. Leo Burnett and TBWA made up the rest of the top four.

MEDIA AGENCIES

Carat maintained on top spot with Philips Asia Pacific. MediaCom moved up to second on the back of Revlon Asia Pacific new business. OMD and Mindshare made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 111 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.

