

## Creative New Business League(Thailand) –October 2011

<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>	M2F Newspaper, Diageo, Dutchmill	5.10	CP Foods	4.50
<b>2</b>	<b>2</b>	<b>Lowe</b>	Tipco Orange Shake, Mercedes Benz Leasing, True	1.45		1.45
<b>3</b>	<b>3</b>	<b>Leo Burnett</b>	100 Pipers, Property Perfect	1.24		1.24
<b>4</b>	<b>4</b>	<b>TBWA</b>	AB Food & Beverage, Pernod Ricard 100 Pipers Digital, DTAC Digital	1.19	Merisant	0.97
<b>5</b>	<b>9</b>	<b>JWT</b>	Baan Rajprasong, CP Foods, Unicef	0.99	Rimmel London Asia Pacific	0.94
<b>6</b>	<b>5</b>	<b>Y&amp;R</b>	Siam Kubota, Modern Cass, Sansiri, Peugeot	0.92		0.92
<b>7</b>	<b>6</b>	<b>DDB</b>	Mars Asia Pacific, Intel Asia Pacific, SCG Foundation, Windsor	0.75		0.75
<b>8</b>	<b>7</b>	<b>BBDO</b>	SC Johnson Asia Pacific, VISA Asia Pacific, Mars Asia Pacific	0.70		0.70
<b>9</b>	<b>8</b>	<b>McCann WorldGroup</b>	GM, Takeda, Glaxo Smith Kline	0.68		0.63
<b>10</b>	<b>10</b>	<b>Publicis</b>	Surya 16, HACO, BritBike, Tefal	0.60		0.60
<b>11</b>	<b>11</b>	<b>M&amp;C Saatchi</b>	GM, Tetrapak, Tata Steel, Acuvue	0.58		0.58
<b>12</b>	<b>12</b>	<b>Saatchi and Saatchi</b>	Invida Asia Pacific, Lenovo Asia Pacific, FMCG Client	0.52		0.52
<b>13</b>	<b>13</b>	<b>Grey Group</b>	304 Industrial Park, DSG Certainty	0.15		0.15
<b>14</b>	<b>14</b>	<b>Euro RSCG</b>	Racer Electric, Bosch Brand Asia Pacific, Racer	0.13		0.13
<b>15</b>	<b>15</b>	<b>Dentsu</b>	Chelsea Football Club Southeast Asia	0.04		0.04

# Media New Business League(Thailand) –October 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	Sino-Pacific Trading, Ocean Glass, Dumex	1.49		1.46
2	2	OMD	Henkel, Mango, Sony Asia Pacific	1.44	Tisco Bank	1.38
3	3	MediaCom	Modern Cass, P&G SEA, Asiarooms, General Mills International	1.10		1.10
4	4	Mindshare	Tesco Lotus, The Capital Condo, Unilever	1.02	Ensogo	1.00
5	5	PHD	Yamaha Corporate Branding Campaign, SC Johnson Asia Pacific, TMT	0.75	Air Asia	0.65
6	6	Initiative	AirAsia, Krungthai Bank SME Campaign, Yayoi Japanese Restaurant	0.58	Hotel IBIS	0.52
7	7	Vizeum	Sukishi Intergroup, TOA Paints Shark, Easy Buy Umey Plus	0.46		0.46
8	8	ZenithOptimedia	Conwood, Thailand Board of Investment, TISCO Bank	0.46	Marriott International Asia Pacific	0.41
9	9	Maxus	Samsonite, SC Johnson Asia Pacific	0.48		0.48
10=	10=	MPG	Bosch Asia Pacific, Escada Asia Pacific	0.03		0.03
10=	10=	Universal McCann	Sunstar, Pacific Cosmetic	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 Asia Pacific	(0.44)

## CREATIVE AGENCIES

Ogilvy maintained on top spot on the back of 8 new wins, including M2F Newspaper, Diageo and Dutchmill, followed by Lowe. Leo Burnett and TBWA made up the rest of the top four.

## MEDIA AGENCIES

Carat maintained on top spot on the back of previous wins, followed by OMD, who secured Henkel. MediaCom and Mindshare made up the rest of the top four.

## METHODOLOGY

The R3 New Business League has been compiled each of the last 110 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.