

Creative New Business League(Thailand) –September 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	Thailand Board of Investment, SC Johnson Asia Pacific, The Stock Exchange of Thailand	5.04	CP Foods	4.64
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	AB Food & Beverage, Pernod Ricard 100 Pipers Digital, DTAC Digital	1.19	Merisant	0.97
5	5	Y&R	Kubota, Modern Cass, Sansiri, Peugeot	0.92		0.92
6	6	DDB	Mars Asia Pacific, Intel Asia Pacific, SCG Foundation, Windsor	0.75		0.75
7	7	BBDO	SC Johnson Asia Pacific, VISA Asia Pacific, Mars Asia Pacific	0.70		0.70
8	11	McCann WorldGroup	GM, Takeda, Glaxo Smith Kline	0.68		0.63
9	8	JWT	CP Foods, Unicef, Thai Airway	0.67	Rimmel London Asia Pacific	0.62
10	9	Publicis	Surya 16, HACO, BritBike, Tefal	0.60		0.60
11	10	M&C Saatchi	GM, Tetrapak, Tata Steel, Acuvue	0.58		0.58
12	12	Saatchi and Saatchi	Invida Asia Pacific, Lenovo Asia Pacific, FMCG Client	0.52		0.52
13	13	Grey Group	304 Industrial Park, DSG Certainty	0.15		0.15
14	14	Euro RSCG	Racer Electric, Bosch Brand Asia Pacific, Racer	0.13		0.13
15	15	Dentsu	Chelsea Football Club Southeast Asia	0.04		0.04

Media New Business League(Thailand) –September 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	3	Carat	Sino-Pacific Trading, Beiersdorf, Ocean Glass, Dumex	1.49		1.46
2	1	OMD	Mango, Sony Asia Pacific, MNG Mango, Sena Development, OPPO	1.39	Tisco Bank	1.33
3	10	MediaCom	P&G SEA, Asiarooms, General Mills International	1.07		1.07
4	2	Mindshare	The Capital Condo, Unilever	1.01	Ensogo	0.99
5	4	PHD	SC Johnson Asia Pacific, TMT, Hotels.com Asia Pacific, D.Richer	0.70	Air Asia	0.60
6	5	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	9	ZenithOptimedia	Conwood, Thailand Board of Investment, TISCO Bank	0.46		0.46
9	8	Maxus	SC Johnson Asia Pacific	0.45		0.45
10=	11	MPG	Bosch Asia Pacific, Escada Asia Pacific	0.03		0.03
10=	12	Universal McCann	Sunstar, Pacific Cosmetic	0.03		0.03
12	6	Starcom MediaVest	Mars and Wrigley SEA, Chevrolet, Electric Generating Authority 2011	0.71	P&G SEA	(0.29)
13	13	MEC	Moon Pattana, BIC, Starwood Hotels Asia Pacific	0.05	Sony Asia Pacific	(0.39)

CREATIVE AGENCIES

Ogilvy stayed on top spot with strong Thailand Board of Investment new business, followed by Lowe. Leo Burnett and TBWA made up the rest of the top four.

MEDIA AGENCIES

Carat jumped to top spot, securing Sino-Pacific Trading and Beiersdorf. OMD was placed second with Mango new business. MediaCom was fastest mover this month on the back of strong P&G SEA win. Mindshare made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 109 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.

