

Creative New Business League(Thailand) – Aug 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	JNJ Baby, Pepsi Cola, Jebesen and Jessen	1.7		1.7
2	1=	Leo Burnett	Chevrolet CRM, Boon Rawd, Wella, Major Development	1.6		1.6
3	3=	Publicis	Nestle Corporate, Microsoft, Black Canyon	1.0		1.0
4=	5=	TBWA	ECGO, Energizer, AIA, Merisant	0.7		0.7
4=	3=	Ogilvy	Ministry of Energy, Dentiste, Ministry of Foreign Affair	1.1	Chevrolet CRM	0.7
6	5=	Y&R	Bisolvon Cough Medicine, Malee, Aids Access Foundation	0.4		0.4
7=	5=	McCann WorldGroup	Thai Health Promotion, Boots Retail, Yuma Motor	0.3		0.3
7=	5=	Dentsu	Hitachi	0.3		0.3
9=	9=	JWT		0.1		0.1
9=	9=	Grey Group	Whizdom Condominium	0.1		0.1
9=	11=	DDB		0.1		0.1
12=	11=	Euro RSCG		0.0		0.0
12=	11=	Saatchi and Saatchi		0.0		0.0
12=	11=	DraftFCB		0.0		0.0
15	15	Lowe	Berli Jucker Corporation, Unilever Walls	0.2	JNJ Baby	(0.8)

Media New Business Scoreboard(Thailand) –Aug 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	Sabina, Unilever, Bayer, Hong Thong Rice	3.2	F&N Dairies - Bear Brand, Milo	2.8
2	2	Carat	Beaute Prestige, Subway Digital, Pangsapa, Berli Jucker	1.6		1.4
3=	4	MediaCom	Siam Park City, Lock & Lock, Power Plus, Turkish Airlines	0.6		0.6
3=	5	Maxus	Thanakorn, CIMB, Gastby, Serene	0.6	Burberry	0.5
5	3	MEC	F&N Dairies - Bear Brand & Milo, Sara Lee, Tee Holding	1.0	Thai Military Bank	0.5
6=	6	Initiative	Woongjin Coway, Q-House, Nippon Paint	0.3		0.3
6=	7=	ZenithOpti media	Ministry of Energy, Watson's	0.3		0.3
8=	7=	PHD	4 Care Balance, Elizabeth Arden, Nugin	0.2		0.2
8=	11=	Vizeum	Q House Idea Avenue	0.2		0.2
10=	11=	Starcom MediaVest	Thai Military Bank	0.1		0.1
10=	9=	MPG	CP Meiji (Project)	0.1		0.1
12	13	OMD	Bank of Ayudhya, Triple T Boardband	1.3	Dumex	(0.1)
13	9=	Universal McCann	www.thaiteachers.tv, Burberry, Supersport	0.1	Bank of Ayudhya	(0.3)

CREATIVE AGENCIES

BBDO maintained the top position on the back of JNJ baby win last month. Leo Burnett moved to the second securing Chevrolet CRM and Boon Rawd. Publicis maintained the third. TBWA and Ogilvy shared the fourth place.

MEDIA AGENCIES

Mindshare maintained the top position on the back of previous wins. Carat also maintained the second place securing Beaute Prestige and Subway Digital accounts. Mediacom and Maxus shared the third place

METHODOLOGY

The R3 New Business League has been compiled each of the last 96 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.

