

Creative New Business League(Thailand) – June 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Leo Burnett	Major Development, Global Fund, Samsung, FrieslandCampina	1.1		1.1
2	2	BBDO	Pepsi Cola, Jebsen and Jessen, Thai Beverage	0.7		0.7
3	3	Ogilvy	Thailand Convention and Exhibition Bureau	0.7	Bayer	0.6
4=	4=	TBWA	Merisant	0.3		0.3
4=	4=	Dentsu	Hitachi	0.3		0.3
4=	4=	Publicis	Black Canyon	0.3		0.3
4=	4=	McCann WorldGroup	Novartis, Chevrolet Sales, LamiTAK, Pfizer Nutrition	0.3		0.3
8=	8	Y&R	Thai Health Promotion Board, Bio	0.2		0.2
8=	9=	Lowe	Berli Jucker Corporation, Unilever Walls	0.2		0.2
9=	9=	JWT		0.1		0.1
9=	9=	Grey Group	Whizdom Condominium	0.1		0.1
11=	11=	Euro RSCG		0.0		0.0
11=	11=	DDB		0.0		0.0
11=	11=	Saatchi and Saatchi		0.0		0.0
11=	11=	DraftFCB		0.0		0.0

Media New Business Scoreboard(Thailand) –June 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	Unilever, Bayer, Hong Thong Rice	3.2		3.0
2	2	Carat	DHSK, TOA, Dumex, Jaspal & Son	1.5		1.3
3	5	MEC	F&N Dairies - Bear Brand & Milo, Sara Lee, Tee Holding	1.0	Supersport	0.9
4	3	MediaCom	Siam Park City, Lock & Lock, Power Plus, Turkish Airlines	0.6		0.6
5	4	Maxus	Serene, Bausch&Lomb, Cooking Oil, Mew	0.5	Burberry	0.5
6	6	Initiative	Woongjin Coway, Q-House, Nippon Paint	0.3		0.3
7	7=	PHD	Elizabeth Arden, Nugin, Chia Tai	0.2		0.2
8=	7=	Universal McCann	Burberry, Supersport	0.1		0.1
8=	7=	ZenithOptimedia	Watson's	0.1		0.1
8=	12	MPG	CP Meiji (Project)	0.1		0.1
11=	10=	Starcom MediaVest		0.0		0.0
11=	10=	Vizeum		0.0		0.0
13	13	OMD	AXA, A.S Watsons Group	0.3	Dumex	(0.8)

CREATIVE AGENCIES

A quiet month, only Lowe secured a brief from Berli Jucker Corporation.

MEDIA AGENCIES

Mindshare maintained the top position on the back of Unilever win. Carat also maintained the second place and secured DHSK. MEC snapped some briefs from F&N Dairies and Sara Lee, and made up the top four with MediaCom

METHODOLOGY

The R3 New Business League has been compiled each of the last 94 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.

