

## Creative New Business League(Thailand) – Sep 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
<b>1=</b>	<b>1</b>	<b>BBDO</b>	JNJ Baby, Pepsi Cola, Jebsen and Jessen	1.7		1.7
<b>1=</b>	<b>2</b>	<b>Leo Burnett</b>	Boonthavorn , Chevrolet CRM, Boon Rawd, Wella	1.7		1.7
<b>3</b>	<b>3</b>	<b>Publicis</b>	Nestle Corporate, Microsoft, Black Canyon	1.0		1.0
<b>4</b>	<b>4=</b>	<b>Ogilvy</b>	TOT Public Company, Thailand Convention and Exhibition Bureau, Ministry of Energy, Dentiste	1.2	Chevrolet CRM	0.8
<b>5</b>	<b>4=</b>	<b>TBWA</b>	ECGO, Energizer, AIA, Merisant	0.7		0.7
<b>6=</b>	<b>7=</b>	<b>McCann WorldGroup</b>	Wyeth, Eisai Marketing, Alliance for Financial Inclusion	0.4		0.4
<b>6=</b>	<b>6</b>	<b>Y&amp;R</b>	Bisolvon Cough Medicine, Malee, Aids Access Foundation	0.4		0.4
<b>8</b>	<b>7=</b>	<b>Dentsu</b>	Hitachi	0.3		0.3
<b>9=</b>	<b>9=</b>	<b>JWT</b>		0.1		0.1
<b>9=</b>	<b>9=</b>	<b>Grey Group</b>	Whizdom Condominium	0.1		0.1
<b>9=</b>	<b>9=</b>	<b>DDB</b>		0.2	Energizer	0.1
<b>12=</b>	<b>12=</b>	<b>Euro RSCG</b>		0.0		0.0
<b>12=</b>	<b>12=</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>12=</b>	<b>12=</b>	<b>DraftFCB</b>		0.0		0.0
<b>15</b>	<b>15</b>	<b>Lowe</b>	Berli Jucker Corporation, Unilever Walls	0.2	JNJ Baby	<b>(0.8)</b>

## Media New Business Scoreboard(Thailand) –Sep 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	Sino-Pacific Trading, Beaute Prestige, Subway Digital, Pangsapa	1.6		1.5
3	3=	Maxus	LCH, Thanakorn, CIMB, Gastby	0.7	Burberry	0.7
4=	5	MEC	Proton Car, F&N Dairies - Bear Brand & Milo, Sara Lee, Tee Holding	1.1	Thai Military Bank	0.6
4=	3=	MediaCom	Siam Park City, Lock & Lock, Power Plus, Turkish Airlines	0.6		0.6
5	6=	Initiative	Za Cosmetics, Woongjin Coway, Q-House, Nippon Paint	0.5		0.5
6=	8=	Vizeum	SC Assets, Q House Idea Avenue	0.3		0.3
6=	6=	ZenithOptimedia	Ministry of Energy, Watson's	0.3		0.3
8	8=	PHD	4 Care Balance, Elizabeth Arden, Nugin	0.2		0.2
9=	10=	Starcom MediaVest	Thai Military Bank	0.1		0.1
9=	12	OMD	Bayer, Elca, Acer	1.7	SCA Hygiene	0.1
9=	10=	MPG	CP Meiji (Project)	0.1		0.1
13	13	Universal McCann	SCA Hygiene, www.thaiteachers.tv, Burberry, Supersport	0.3	Bank of Ayudhya	(0.1)

### CREATIVE AGENCIES

Leo Burnett shared the top position with BBDO, receiving Boonthavorn. Publics maintained the third position on the back of previous wins. Ogilvy made up the top four securing TOT Public Company and Thailand Convention and Exhibition Bureau.

### MEDIA AGENCIES

Mindshare maintained the top position on the back of previous wins. Carat also maintained the second place grabbing Sino-Pacific Trading. Maxus maintained the third place winning LCH. MEC secured Proton car, sharing the fourth position with Mediacom.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 97 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.

