

Creative New Business League(Thailand) –Jun 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	McCann WorldGroup	General Motors Chevrolet, Nikon Digital, Converse	3.95	Ferrero SEA	3.45
2	2	Ogilvy	Pacific Healthcare, Thailand Convention and Exhibition Project, Green Spot Vitamilk Project	1.58		1.58
3	3	Lowe	Krungsri, True	1.54		1.54
4	4	Publicis	Nescafe, Big C, Mentos	0.64		0.64
5	7=	Grey Group	Ferrero SEA, Chatrium Hotels and Residences Project, GSK Physiogel Project	0.59		0.59
6	5	TBWA	Modern Cass International Cosmetics Project, Unilever Thai Trading	1.10	Ovaltine Nature Select Soy	0.50
7	6	JWT	Thai Airways Thai Smile, Naga World	0.35	Chatrium Hotels and Residences Project	0.27
8	15	DDB	Philips Project, Krung Thai Bank	1.05	Philips Asia Pacific	0.25
9	7=	Leo Burnett		0.22		0.22
10	9=	Y&R	Ichitan, Western Union, Buddy Dean	0.56	True	0.10
11	9=	DraftFCB	Chaiyo AA Project, Aje Group Big Cola	0.06		0.06
12=	11=	M&C Saatchi		0.00		0.00
12=	11=	Saatchi and Saatchi		0.00		0.00
12=	11=	Euro RSCG		0.00		0.00
12=	11=	Dentsu		0.00		0.00
16	16	BBDO	BMW Automobile, Cocomax Coconut Juice Project, Green Spot Vitamilk	0.19	Krungsri	(0.81)

Media New Business League(Thailand) – Jun 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	Dept of Provincial Administration, Expedia, General Motors	1.58		1.58
2	2	Universal McCann	Lotte Acuo, BMW Thailand MINI, Welpro Project	0.62		0.62
3	3	Vizeum	Easy Buy Plc, DKSH, Red Bull	0.49		0.49
4	13	ZenithOpti media	PTG Energy, Bangkok Life Assurance, Mitr Phol	0.75	Abbott Laboratories	0.45
5	4	MEC	Dole, F&N United/Magnolia	0.50		0.38
6	6	Dentsu Media	Miracle Condo, ELCA Group Project	0.35		0.35
7	5	Initiative	Cerebos, CPF Gyoza, Lotte	0.34	Racer Globe	0.32
8	7	MediaCom	Siam Winery, Thai Olympic Fibre-cement, Magnolia Finest	0.25		0.25
9	8=	OMD	Newell Rubbermaid Parrker Pens, Sanook Online Dealfish, Bangkok Airways	0.53		0.18
10	8=	Mindshare	Asian Property Development Public	0.15		0.13
11=	10	PHD	VMware, Cheshire Academy, The Post Publishing	0.23	PT Herlina Indah	0.08
11=	12	Maxus	Laliga Cable Channel	0.15	Lotte Acuo	0.08
13	11	MPG		0.00		0.00
14	14	Starcom MediaVest	Krungsri, Ocean Life Insurance, Energy Policy and Planning Office	0.65	Emirates	(0.59)

METHODOLOGY

The R3 New Business League has been compiled each of the last 118 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.

