

THAILAND DIGITAL ADVERTISING SPEND 2022-2023



KANTAR

Speakers



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Introduction

Thailand has been ranked as one of the countries with highest penetration rate for internet usage for years seeing that there are approximately 61.2 million internet users, representing 85.3% of total population, spending 8 hours a day on average in surfing on the internet, according to We are Social.

In 2022, top 5 social media platforms with highest Thai users are Facebook (93.3%), Line (92.8%), Facebook Messenger (84.7%), TikTok (79.6%), and Instagram (68.7%) , as revealed by ETDA. This signalizes the golden opportunities for brands to communicate their offerings & get in touch with consumers via online channels.

These trends demonstrate how quickly consumer landscape is digitizing right now, and marketers are adjusting right away. Digital advertising spend in Thailand continues to grow at a pace of 4% in 2022 and is expected to reach THB 27 Billion by the end of 2023.

In partnership with KANTAR, DAAT provides this data on a bi-annual basis.

**This report presents the data of the actual spend for 2022 and forecast 2023.*

Methodology

Market research consultancy firm KANTAR INSIGHTS THAILAND has collected and processed the data used in this report from 39 agencies via an online survey. The data is aggregated to reflect total levels, and split by type of digital advertising, platforms, and by industry. To maintain the confidentiality of all client information, all data is collected via an anonymous process and purely based on internal records of advertising spend.

About DAAT

The Digital Advertising Association of Thailand (DAAT) was founded in 2012 with the objective to benefit the industry, companies and consumers under the same direction. With collective support, advertisers should elevate the industry at the highest levels in the future.

To support this objective the Association has been collecting and publishing digital advertising spending data since 2013. The reports keep track of the growth of spending on digital advertising in Thailand and are a valuable source of information to anyone in the advertising industry who wants to better understand the role of digital channels in the advertising landscape.



Agencies

The audit was conducted in January - February 2023.
Digital advertising spend data was submitted by 39 agencies.

- | | |
|---|--|
| 1 Adapter Digital | 21 mSix&Partners |
| 2 Brilliant & Million | 22 MCFIVA (Thailand) |
| 3 Carat (Thailand) | 23 Media Intelligence |
| 4 Dentsu McGarryBowen (Thailand) | 24 EssenceMediacom (Thailand) |
| 5 Dentsu X (Thailand) | 25 Mindshare (Thailand) |
| 6 Digitas | 26 mInteraction |
| 7 Fareast Fameline DDB | 27 Omnicom Media Group |
| 8 Flexmedia iProspect (Thailand) | 28 Prakrit Holdings Public Company Limited |
| 9 Grey (Thailand) | 29 Rabbit's Tale |
| 10 GroupM (Thailand) | 30 RGB72 |
| 11 Hakuhodo International (Thailand) | 31 Saatchi & Saatchi |
| 12 I-DAC (Bangkok) | 32 Showroom111 |
| 13 IPG Advertising - Mediabrands | 33 Starcom MediaVest Group |
| 14 IPG Advertising - BPN | 34 The Leo Burnett Group (Thailand) |
| 15 IPG Advertising – Mediabrands Content Studio | 35 Viset Corp |
| 16 IPG Advertising - Initiative | 36 Wavemaker (Thailand) |
| 17 IPG Advertising - Reprise | 37 Winter Agency |
| 18 IPG Advertising - UM | 38 Wunderman Thompson |
| 19 Isobar (Thailand) | 39 Zenith (Thailand) |
| 20 Kinesso | |



Remark:
Reported numbers are based on reported spending data of a sample of 39 agencies. DAAT estimates that the sample of agencies represents 80% of spending in the market. The numbers presented on this page are upgraded proportionally to reflect 100% of the market.

59

Categories deep dive to
enable opportunities for
marketers

17

Disciplines to
explore digital
trends

Disciplines

Agencies have provided spending data on the following 17 digital advertising disciplines:

Facebook Ads	All Facebook ads product, installed App ads, Facebook Audience Network, Facebook Messenger
Instagram Ads	Display or video ads bought only for Instagram (100% separated from Facebook)
YouTube Ads	All YouTube ads product including display, overlay, skippable/non-skippable video, sponsored card
Display	Google Display Network, website banners displayed on website or applications
Online Video	Non-YouTube/Facebook Video ads on website or online video streaming applications e.g., Mellow, Netflix, Viu
Creative Production	Online Video production, web banner production, application production, and service and management
Search	SEO, SEM, Mobile Search
Social	Content sponsorship, digital PR, advertorials, and influencers
LINE	All LINE ads product e.g., official account, LINE TV, LINE stickers, game
Native Ads	Paid ads that match the look, feel and function of the media format in which they appear e.g., feeds, search, widgets, promoted listing.
Twitter Ads	All types of Twitter ads that use to promote account, tweet or trend, including display and video format
Instant Messaging	All types of ads via instant messaging applications e.g., Whatsapp/WeChat/Kakao account/campaign management and push messaging application
Affiliate Marketing	All types of ads via automated marketing program leading customers to click on affiliate links including pay-per-click, pay-per-lead, and pay-per-sale.
TikTok Ads	All types of TikTok ads, including display and video format
E-Commerce	All types of ads booked on e-commerce sites/ platforms/ marketplaces, such as Shopee, Lazada, JD, etc.
Online Audio	Non-YouTube/Non-Facebook/Non-Line Audio ads on website or online audio streaming apps e.g. Spotify, Plern, Joox, Youtube Music
Others	Other online advertising

Sub-Disciplines

Display
Display Direct
Display Ad Network
Display Programmatic
Online Video
Online Video Direct
Online Video Ad Network
Online Video Programmatic
YouTube Ad
YouTube Ad Desktop Display
YouTube Ad Mobile Display
YouTube Ad Desktop Video
YouTube Ad Mobile Video
Meta (Facebook Ad and Instagram Ad)
Facebook Ad
Facebook Ad Desktop Display
Facebook Ad Mobile Display
Facebook Ad Desktop Video
Facebook Ad Mobile Video
Instagram Ad
Instagram Ad Display
Instagram Ad Video

Creative
Creative Video Production
Creative Web Banner & App Production
Creative Social Media Platform Management
Creative App Production
LINE
LINE Direct
LINE Video
LINE Display
LINE Other
Search
Twitter
Instant Messaging
Social
Native Ads
Others
Affiliated Marketing
TikTok Ads
TikTok Ads Display
TikTok Ads Video
E-Commerce
E-Commerce Display
E-Commerce Video
Online Audio
Online Audio Direct
Online Audio Ad Network
Online Audio Programmatic

NEW FROM Y20

NEW FROM Y22

Industry Sectors

Agencies have provided data split by the following industry sectors of the advertised brands.

Category	Industry
Finance & banking	Banks
	Insurance
	Credit/Debit Cards
	Finance Services
Technology & Electronic	Communications & Devices
	Computers
	Audio/Visual Electrical Products
	Electrical Products (Non Audio/Visual)
Food & Beverage	Alcoholic Beverages
	Non-Alcoholic Beverages
	Seasoning Products
	Snack Foods
	Dairy Products & Dairy Substitute Prod.
	Bakery & Chocolate/Wafers/Biscuits
	Dietary Products
	Vitamins & Supplementary Foods
	Foodstuffs
	Food Outlets & Restaurants
Retail Shops	
Shops	
Online Commerce	E-commerce Business

Category	Industry
Education	Educational Institutions
Clothing	Clothing & Underwear
	Footwear
	Cosmetics
Personal care	Skin-care preparations
	Personal Accessories
	Toiletries
	Hair Preparations
	Oral Products
	Household Cleaners
	Household Equipment & Furnishings
Household care	Household Insecticides & Pesticides
	Motor Vehicle Accessories
	Motor Vehicle Dealers & Rentals
	Motor Vehicles
	Motorcycles & Bicycles
	Oil & Lubricants
	Petrol
	Tyre
	Real Estate
	Furniture & Furnishings
Pharmaceuticals	Pharmaceuticals
Pet products	Pet Foods & Pet Products
Travel	Transportation
	Travel & Tours

Category	Industry
Others	Photographic Products
	Office/Business Equipment
	Sundries
	Entertainment & Leisure
	Multi Sections Advertising
	Media & Marketing
	CD/DVD (Musical & Film Products)
	Agricultural Products
	Building Material & Machinery
	Government & Community Announcement
	House Ads
	Classified
	Jewelry & Accessories
Websites/Websites and marketplace	

THAI: 4th rank of the world in internet usage

1

Philippine

2

Brazil

3

South Africa

4

Thailand

Thais
Internet Spending

8.06 Hours per day

Internet user via mobile

95.3%

usage average

5.05 hours

Internet user via computer

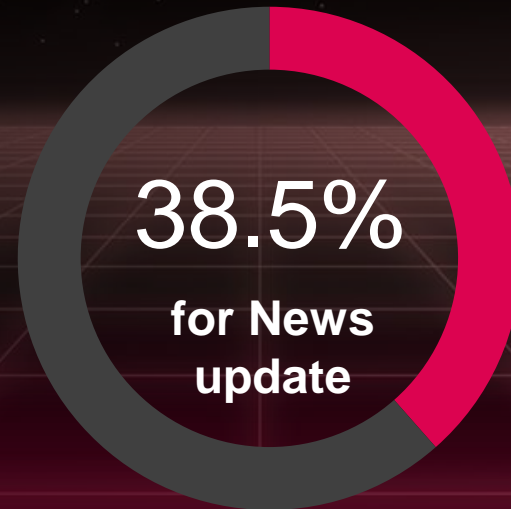
47.6%

usage average

3.01 hours



72.8% of Thai social media users



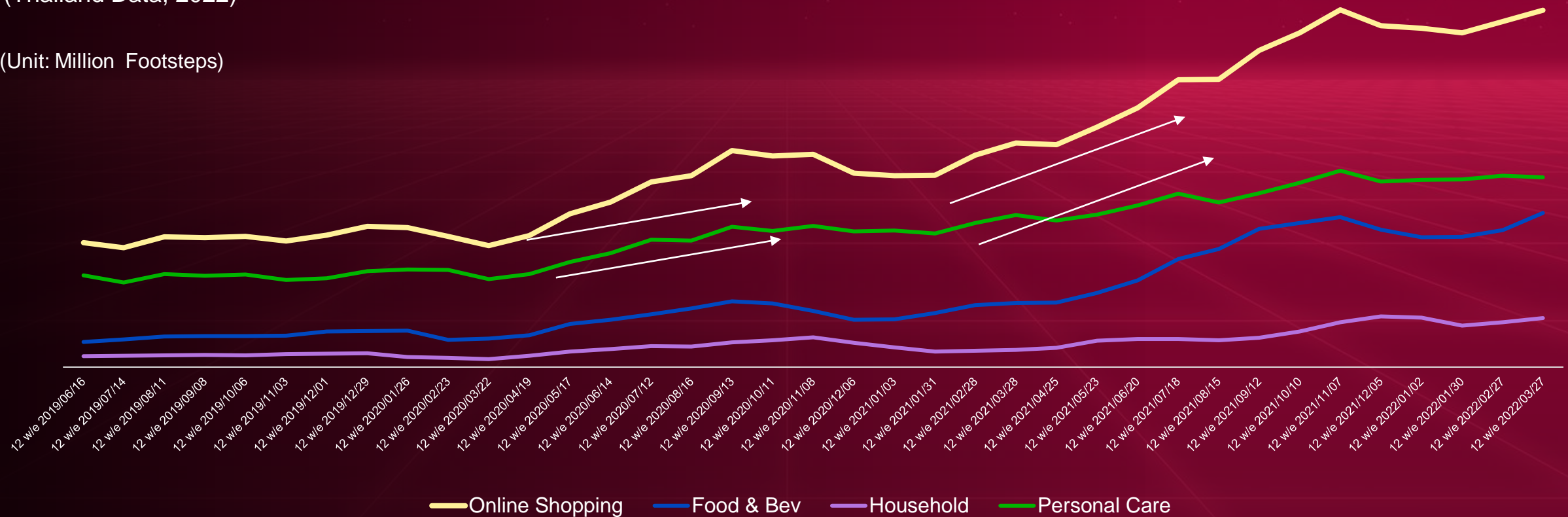
**Average time spending in Social Media
2.44 hours per day**

Online shopping signifies a proliferate growth trend since the pandemic; where FMCG, led by Personal care and Food & Beverage gain relevance.

Online Shopping Growth Trends:

More Shopping Festivals Monthly Double Day Campaign
(Thailand Data, 2022)

(Unit: Million Footsteps)



SPENDING

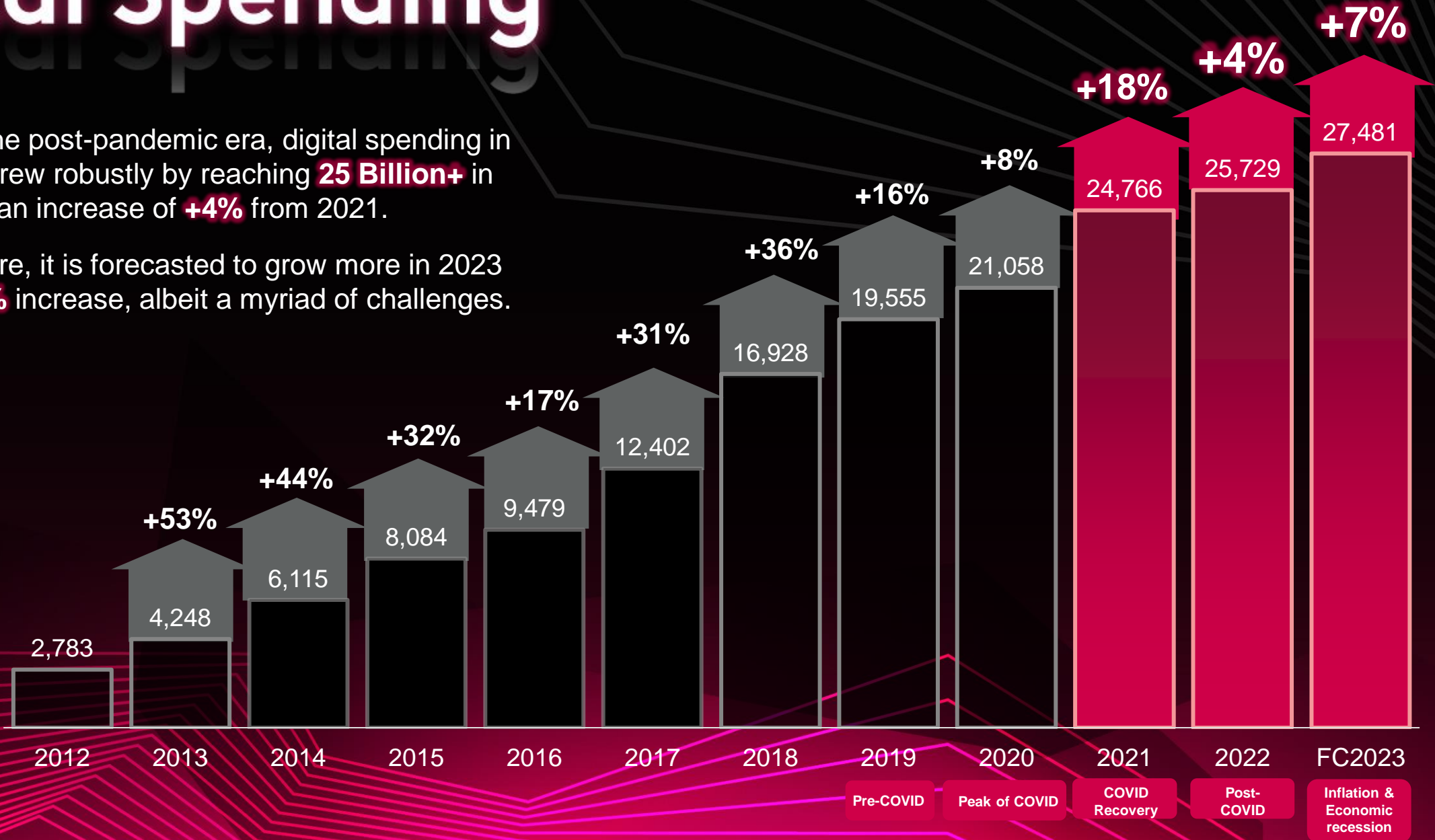


Total Spending

Unit in Million Baht

Entering the post-pandemic era, digital spending in Thailand grew robustly by reaching **25 Billion+** in 2022 with an increase of **+4%** from 2021.

Furthermore, it is forecasted to grow more in 2023 with a **+7%** increase, albeit a myriad of challenges.



Pre-COVID

Peak of COVID

COVID Recovery

Post-COVID

Inflation & Economic recession

The 5 Highest Spenders

All top 5 spending industries shifted in 2022. Non-Alcoholic Beverage became number one replacing Motor Vehicles while Skin-care preparation moved to number two.

All top 5 are expected to grow further in 2023.

FC

2020

2021

2022

2023

Motor Vehicles  2,713	Motor Vehicles  2,897	Non-Alcoholic Beverages  2,535	Motor Vehicles  2,759
Non-Alcoholic Beverages  1,993	Non-Alcoholic Beverages  2,680	Skin-care preparations  2,467	Non-Alcoholic Beverages  2,723
Communications  1,979	Communications  2,580	Motor Vehicles  2,414	Skin-care preparations  2,460
Skin-care Preparations  1,922	Skin-care preparations  2,162	Communications  2,004	Communications  2,129
Dairy Products & Dairy Substitute Prod.  1,717	Dairy Products & Dairy Substitute Prod.  1,657	Dairy Products & Dairy Substitute Prod.  1,539	Dairy Products & Dairy Substitute Prod.  1,614

Unit in Million Baht

2022 Top Industry Spending

Non-Alcoholic beverage outranks all categories, followed by **skin-care preparation**.

Real Estate, Vitamins & Supplementary foods, and Banks made a remarkable growth of **65%, 23%, and 22%** respectively.

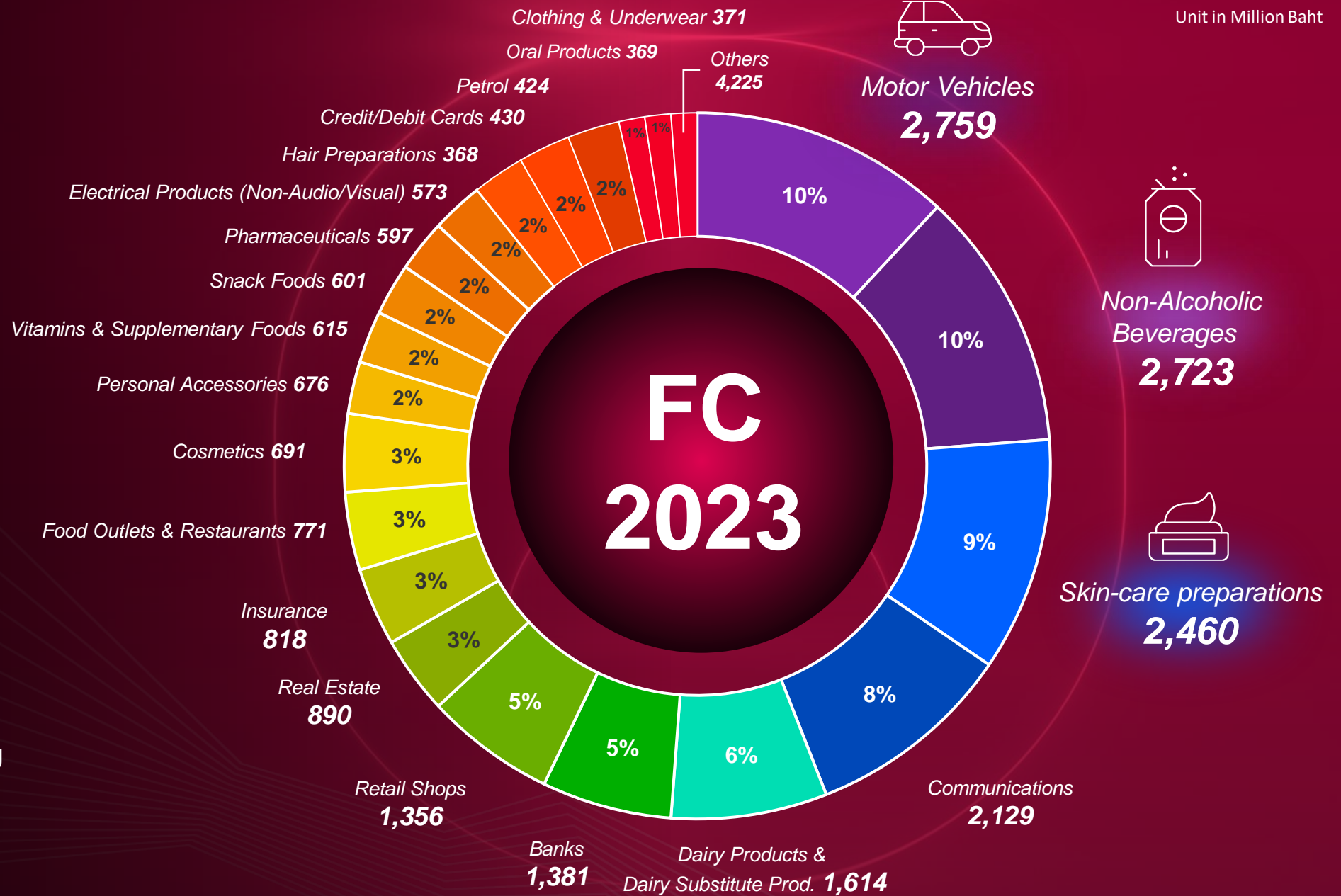
Unit in Million Baht



2023 Top Industry Spending

Motor Vehicles rebound to their top level of spending with **14% growth**.

Overall, most industries are expected to rise, especially, **Petrol 85%** and **Transportation 55%**, in accordance with the re-opening country scheme.

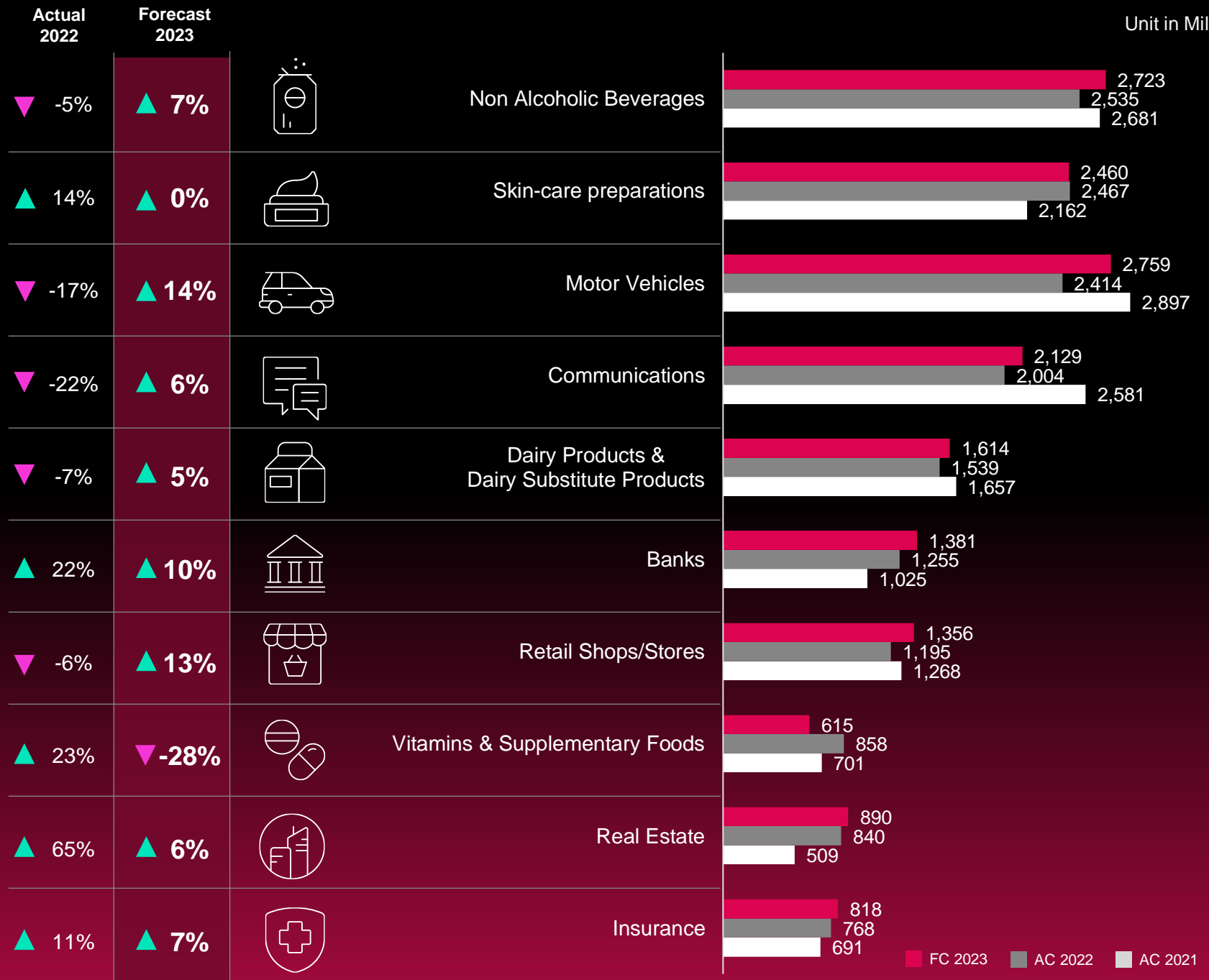


Top 10 Spending Growth by Industries

Albeit a decline in actual 2022, **Motor Vehicles and Non-alcoholic beverages** are projected to rise again in 2023.

Other top 10 spending industries are also forecasted to grow. **Banks and Retail** have shown an impressive progression in both actual 2022 and forecast 2023.

Unit in Million Baht

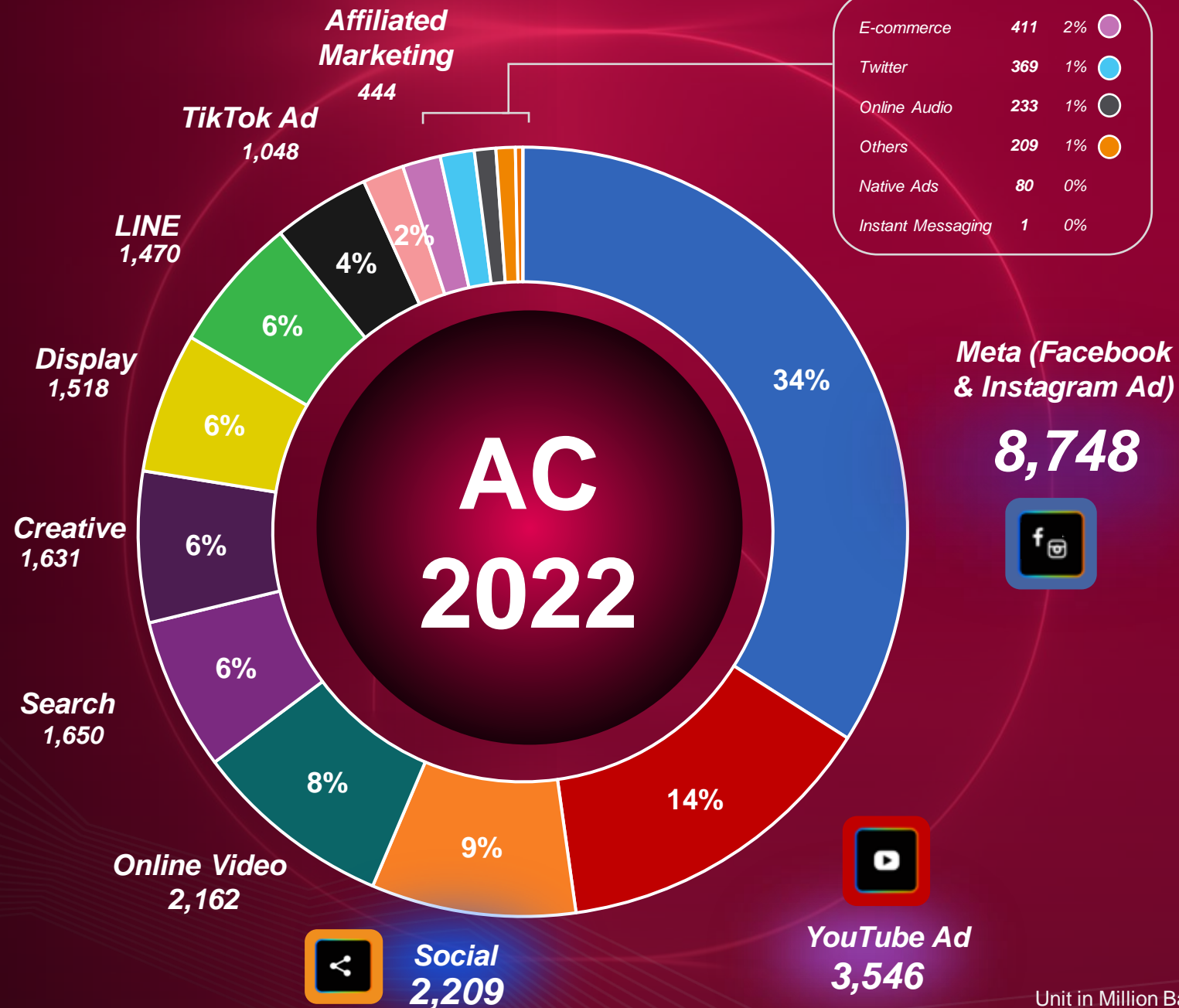


2022 Discipline Spending

Meta keeps on outshining the rest discipline by reaching almost 9 billion THB in 2022.

YouTube still leads spending in Thailand digital advertising.

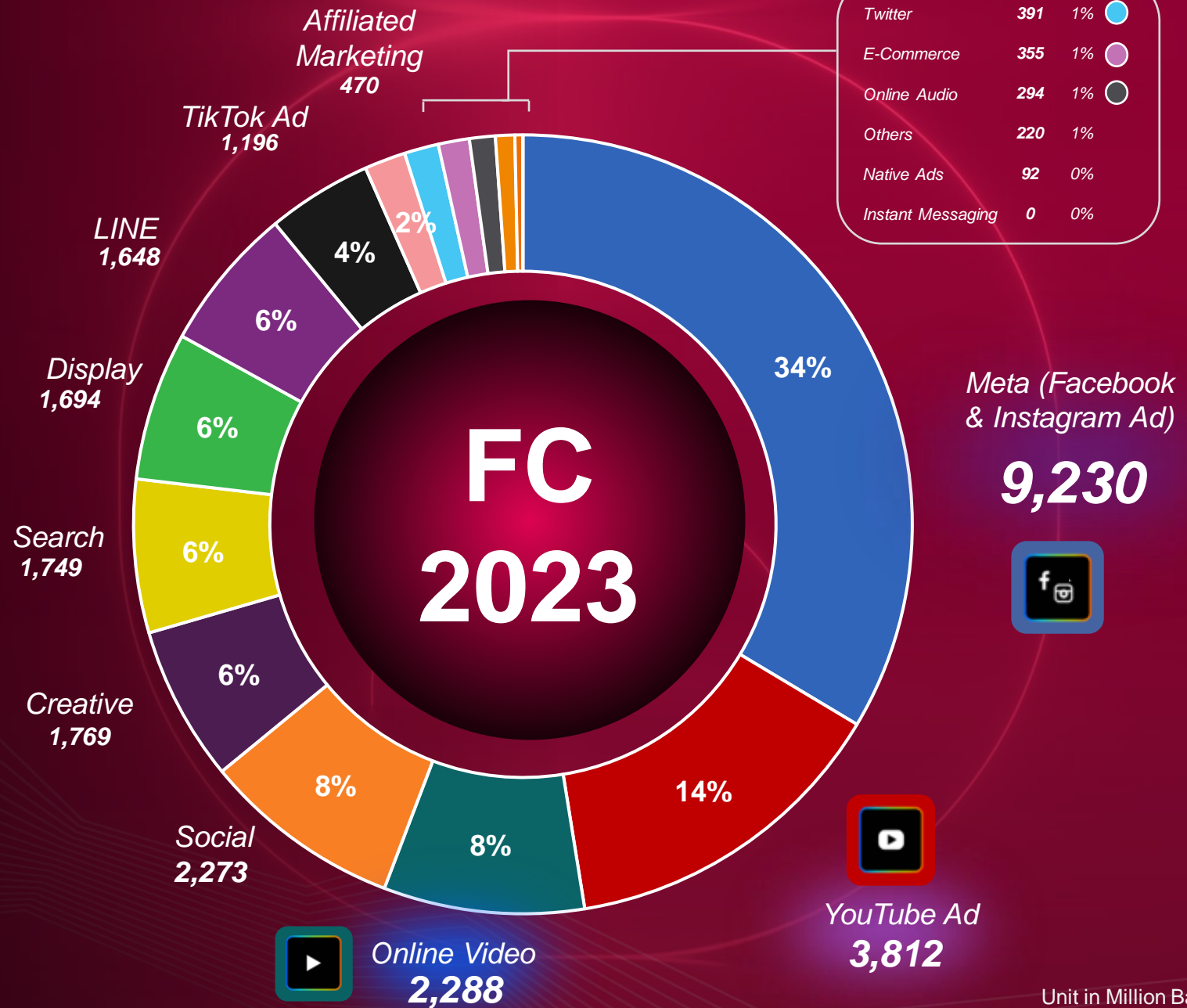
Most of the proportions remain the same with 2021.



FC 2023 Discipline Spending

Meta is predicted to maintain its dominance, exceeding 9 billion THB.

Overall spending for each discipline is mounting while the proportion remains steady.

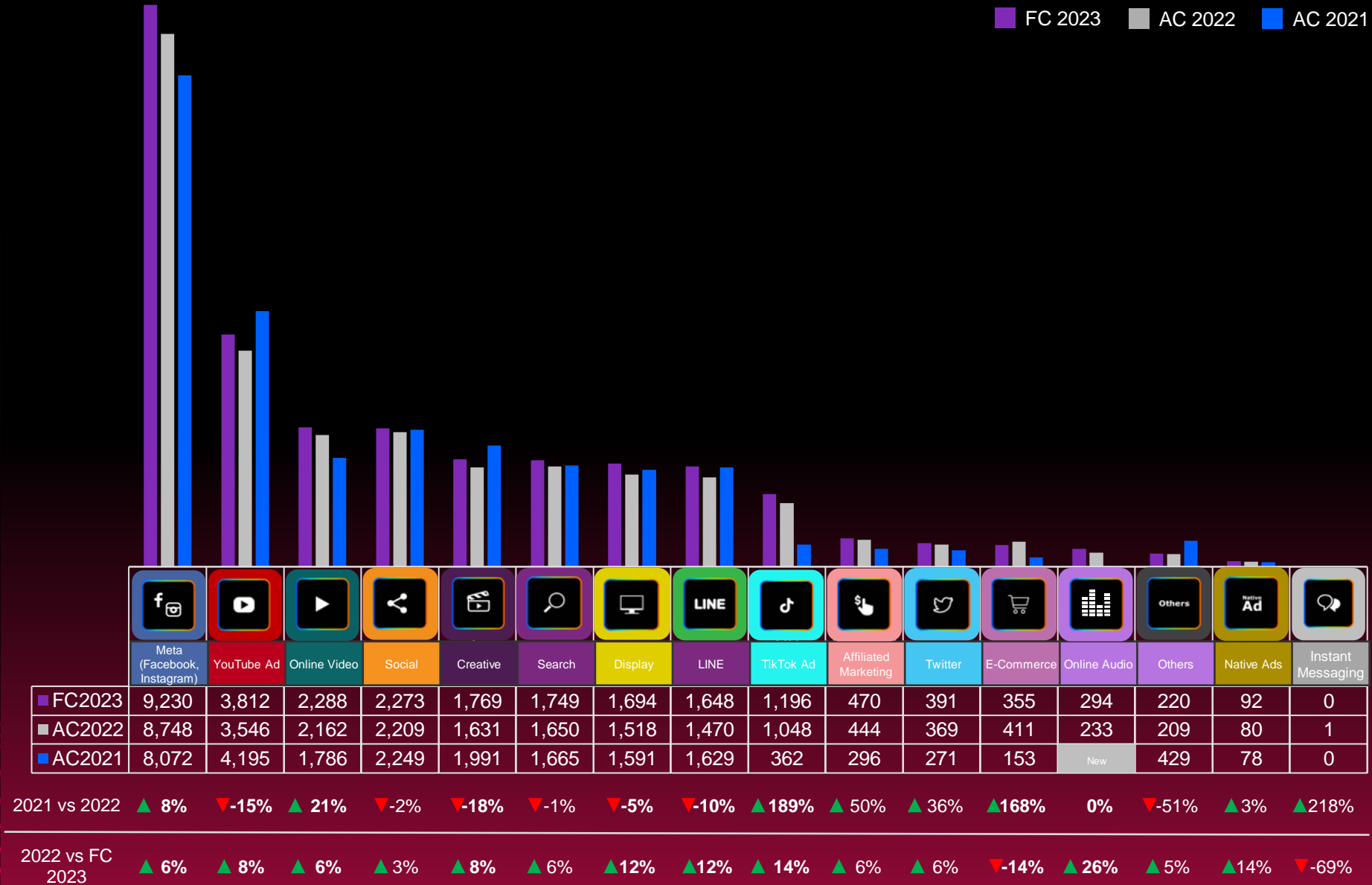


Top Spending Industry by Discipline

Meta continues to tower over the rest disciplines in 2023.

TikTok rises substantially with **189%** in an increase for actual 2022 and shows double-digit growth in forecasted 2023.

Likewise, **E-commerce** has gained considerable momentum by growing at **168%** in 2022.



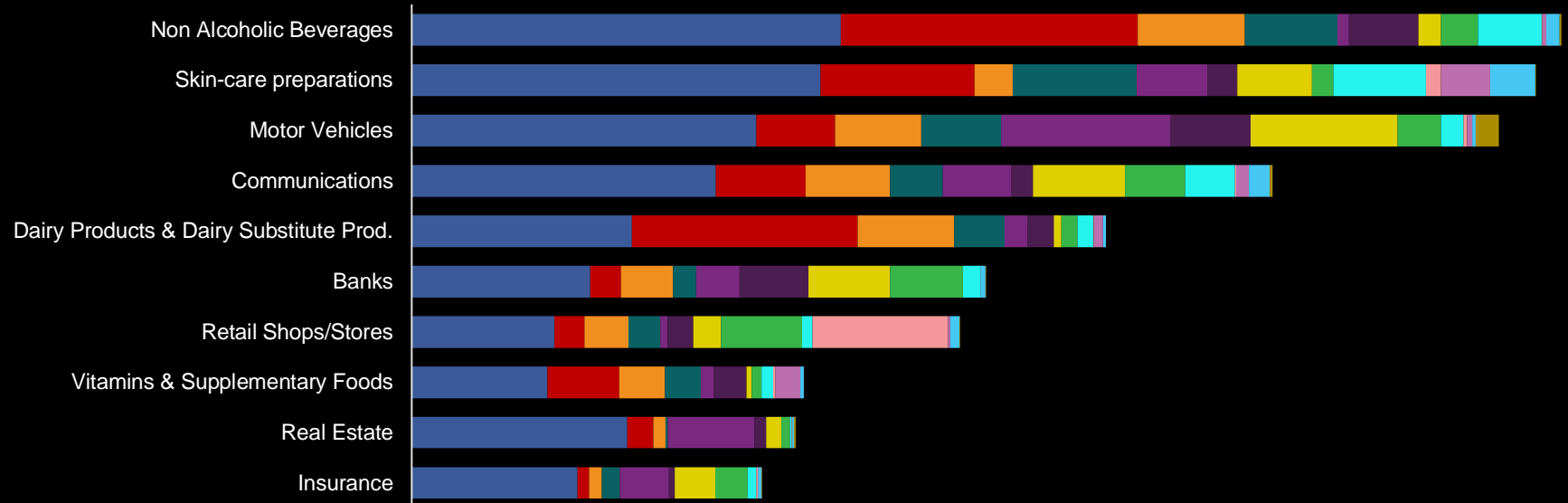
Top Spending Industry by Discipline

Meta still secures its leading position in the proportion of digital spending among all top-10 spending industries.

While **Retail shops and stores** also invest heavily in **Affiliated marketing and Line**

Non-alcoholic beverages and Dairy products & Dairy substitute products still lead the spending on YouTube.

Yet, **skin-care** spends on video-based platforms: YouTube, TikTok, and Online Video



Unit in Million THB	Meta	YT	Social	OLV	Search	Creative	Display	LINE	TikTok	Affiliated	E-comm	Twitter	OLA	Others	Native	Total
Total AC2022	8,748	3,546	2,209	2,162	1,650	1,631	1,518	1,470	1,048	444	411	369	233	209	80	25,729
Non-Alcoholic Beverages	936	648	233	202	25	151	49	81	139	0	9	30	3	25	4	2,535
Skin-care preparations	892	336	83	270	154	65	164	47	202	33	108	98	2	15	0	2,467
Motor Vehicles	751	172	188	174	371	174	320	95	49	7	12	8	14	29	50	2,414
Communications	663	195	184	115	150	47	201	131	108	3	27	45	120	8	6	2,005
Dairy Products & Dairy Substitute Prod.	481	492	211	109	51	56	17	35	34	1	21	6	2	23	0	1,540
Banks	389	66	114	50	94	151	178	159	39	0	1	10	0	2	1	1,255
Retail Shops/Stores	312	65	96	69	15	56	61	177	23	296	5	19	0	1	1	1,196
Vitamins & Supplementary Foods	296	157	100	79	28	71	12	21	25	5	55	7	3	0	0	859
Real Estate	470	57	27	5	189	25	33	19	5	0	0	4	1	1	5	840
Insurance	362	25	28	38	107	14	88	70	19	4	0	8	3	2	1	769

Unit in Million Baht

AGENCY OUTLOOK



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Digital Advertising Objectives

The majority of advertising continues to aim at **brand & product awareness amplification**.

Brand Consideration, Engagement Consumer, together with Lead generation are other important areas driving marketers to broadcast their advertisements online.

What proportions of the budget are applied to each purpose?

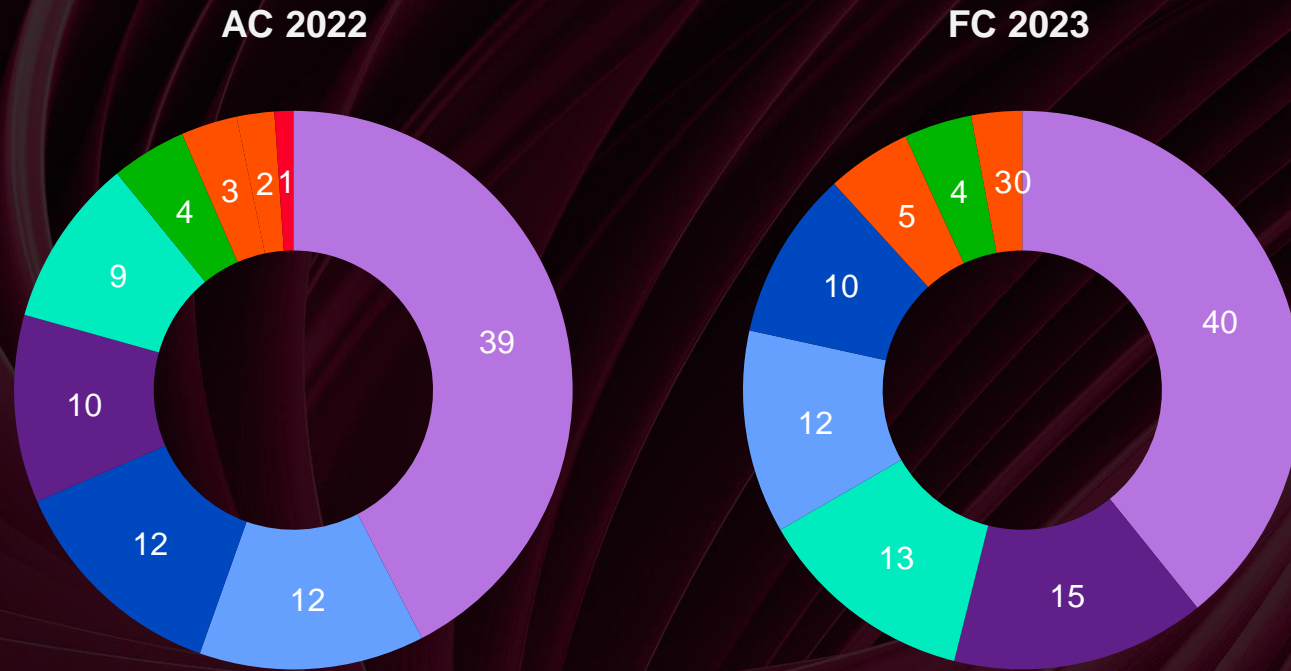


Fig in %

- Increase Brand / Product Awareness / Reach
- Engagement Consumer
- E-commerce
- Brand Consideration
- Lead Generation
- Drive sales to offline channel
- PR
- CRM & Customer service
- CSR

Digital Media Tools

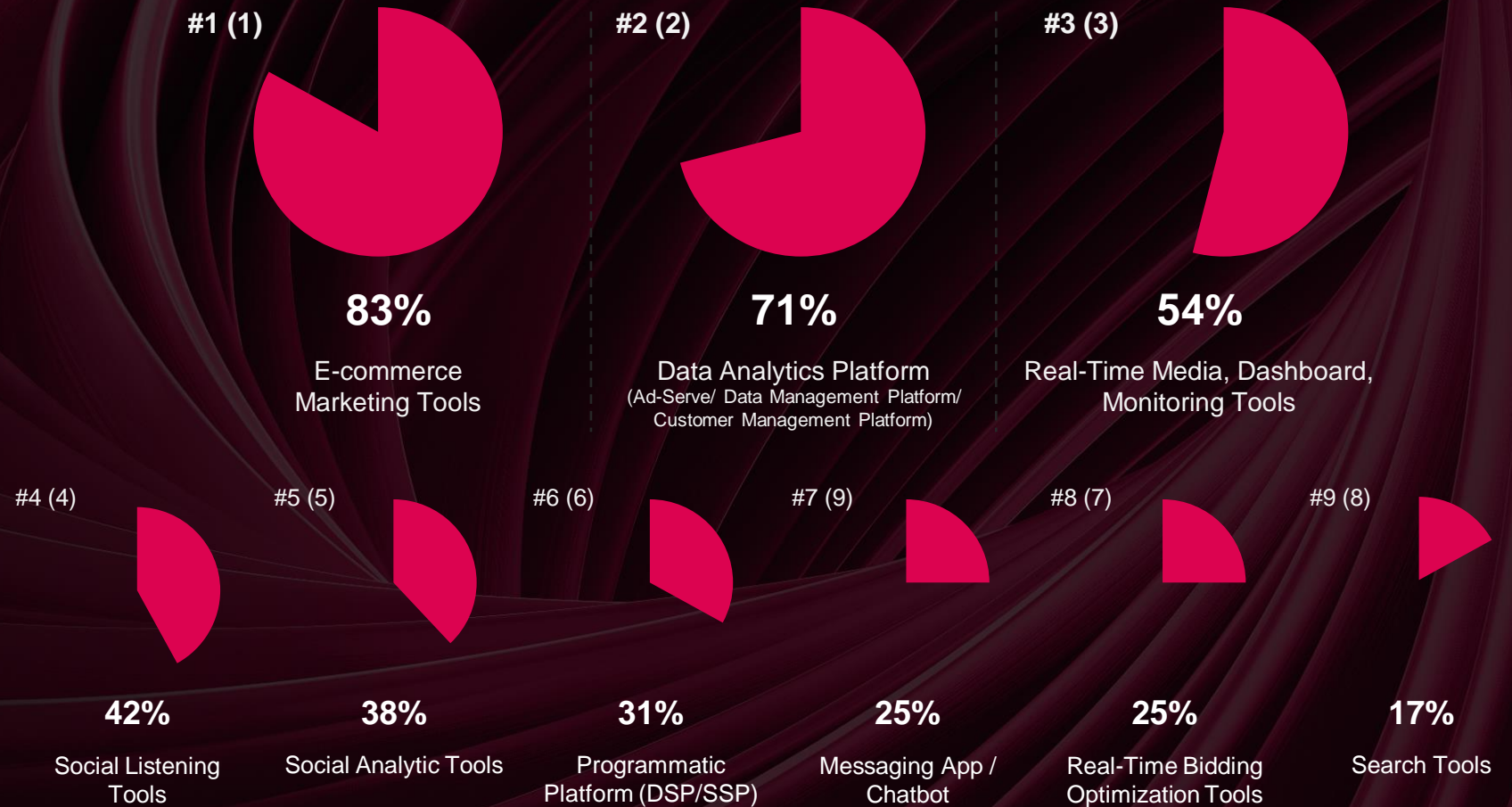
E-commerce marketing tools stand out from the other digital media tools in evincing clients' strong interest in 3 consecutive years.

Data Analytics Platform also outperforms the other tools and maintains its level of interest over time.

The interest in Social Listening Tools and Social Analytic Tools is expected to drop in 2023, yet it will develop strongly in messaging app/ chatbot.

Which digital media tools do you think clients are most interested in and will play a significant role in 2022?

Fig in %

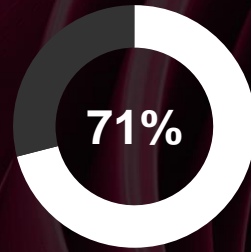


Challenges for Digital Marketers in 2022

Although the lack of specialized staff in digital advertising represents the most challenging obstacle, it has significantly dropped in 2023, implying a brighter situation.

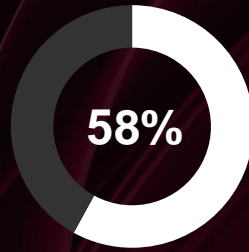
However, the advent of the E-commerce marketplace and continuity in launching new tools from media platform seems posing obstacles to digital marketers.

What could be the challenges for digital marketers in 2022?



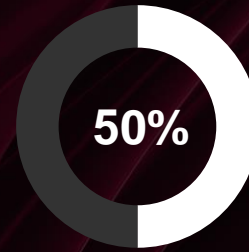
Lack of specialized staff in digital advertising

#1 (1)



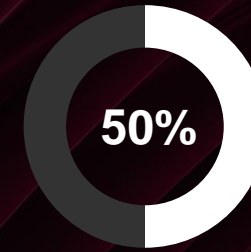
E-Commerce Marketplace is significant and plays a bigger role in Digital Marketing

#2 (2)



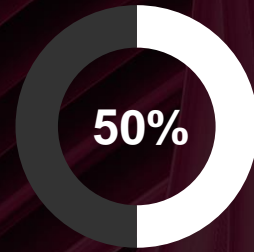
Advertisers turn to produce in-house digital advertising

#3 (3)



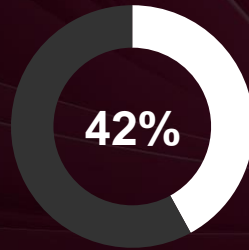
Target positioning under data privacy regulations

#4 (5)



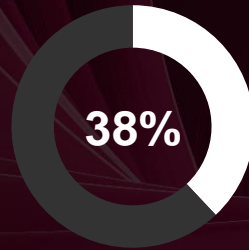
Consumers use online channel in more various forms, e.g. live broadcast

#5 (6)



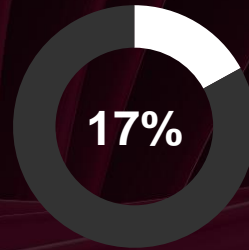
How to efficiently utilize consumer insight

#6 (4)



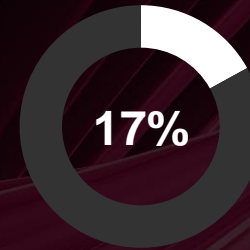
Continuous launch of tools from media platform e.g. Facebook, YouTube, LINE

#7 (7)



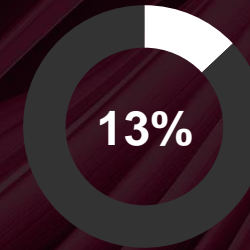
Adblock or applications that block ads

#8 (8)



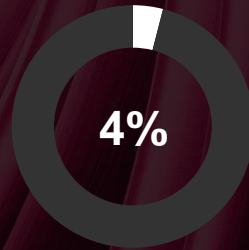
Fake or unqualify Audience on digital and social media

#9 (10)



Creative brief is not clear/ similar to offline

#10 (9)



The use of television media (traditional media) has become popular again

#11 (11)

Thailand Economic outlook in 2023 and Opportunities and threats for Marketing and Digital Advertising

External factors such as wars and inflation still lead to economic slowdown that poses the formidable obstacles among marketers.

National economy will still hang around in 2023 causing a lowering growth in export, investment, and consumer spending. Digital spending might be affected from overall economic situation, yet some discipline is likely to see growth such as E-commerce

Inflation, higher cost of living, increase in interest rate will continue playing an onerous role in boosting digital advertising spend.

Cautious spend of clients is inevitable. However, situation will gradually alleviate, and digital spending will continue to grow more after uncertain situations become clearer.

However, country reopening and shift in consumer media consumption pave the way for growth in some industries and some disciplines.

As China has opened its border contributing to a massive influx in Chinese tourists coming to Thailand, travelling and related sectors will rebound and their demand for advertising will grow as a result.

Leisure and travelling, health products, services, transportation, hotels, and so on will grow more and help uplift the economic recession. People are resuming out-of-home consumption, so it motivates out-of-home media to achieve 'omnichannel strategy' as well. However, people now get used to online channel shopping. E-Commerce is expected to grow more but slower pace than it did amidst COVID-19, since it has reached its peak already.

To strive for proliferation, it is essential to utilize the right tools of technology to maximize efficiency of media spending.

Uncertainty weakens client's confidence in investment. Therefore, measurable and clear ROI are expected. Marketing Technology will become the catalyst to enhance the effectiveness and manage the resource and time from its utilization.

From now on, media will not only serve as a "platform" to broadcast or advertise. Instead, it will switch to address all business objectives. There will be more players in media, than the current ones like Facebook and Google. Then Marketing Technology will become more vital to ensure best utilization of digital strategy.

THAILAND DIGITAL ADVERTISING SPEND 2022-2023



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Full Report Snapshot

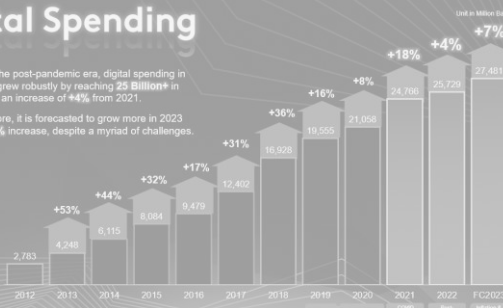
However, we are confronted with manifold economic challenges...

2023 ECONOMIC OUTLOOK

- Q1 2023:** This economy is expected to grow at 3.7% in 2023 amid a global economic slowdown.
- Q2 2023:** Thailand had reached its target of 10 million foreign tourists and is expected to reach 22 million by 2023.
- Q3 2023:** Thailand's situation peaked at 7% in August 2022 and is expected to return to a target of no more than 3% by the end of the year.
- Q4 2023:** The B:USD rate was depreciated to 38 baht per dollar in October 2022 due to the US policy rate hike. But it is starting to appreciate at present. TDRI predicted that it would be around 56.78 baht per US dollar in 2023.
- Q1 2024:** The direction of industries in Thailand is quite diverse. The industries showing better recovery than pre-COVID include retail and wholesale.
- Q2 2024:** Post-Covid behavioral shifts also support e-commerce, logistics and electronics businesses.
- Q3 2024:** The industry of concern is internal combustion engine vehicles due to prolonged semiconductor shortages, high price of raw materials, and trends in the use of electric cars. In addition, the steel industry faced the problem of high-cost prices. Both consumptions and imports of finished steel products both contracted 23% in October 2022 (YoY).

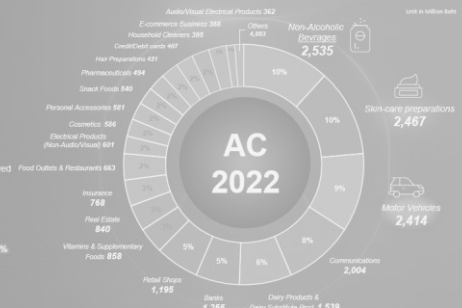
Total Spending

Entering the post-pandemic era, digital spending in Thailand grew robustly by reaching **25 Billion THB** in 2022 with an increase of **44%** from 2021. Furthermore, it is forecasted to grow more in 2023 with a **+7%** increase, despite a myriad of challenges.



2022 Top Industry Spending

Non-Alcoholic beverage outranks all categories, followed by skin-care preparation. Real Estate, Vitamins & Supplementary foods, and Banks made a remarkable growth of 65%, 23%, and 22% respectively.



Point of view on Digital Marketing Industry Leader in Thailand

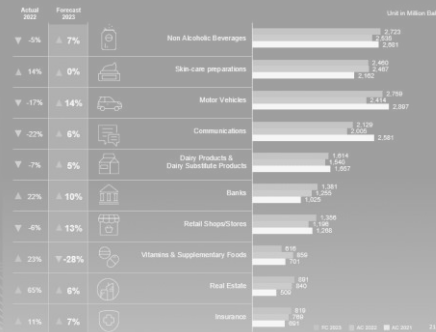
Motor vehicles is the largest spender on Meta since this platform is a good fit for the brands in this industry to target the right audience to maintain brand awareness and drive consumers' decision.

Motor vehicles brands always need to build awareness constantly. The industry needs always on advertisements as they do not know when people will make the purchase. Besides, running advertisement is cheaper and most effective when on Meta (Facebook) as it can be used with multiple objectives, easy for brand to re-target or effectively capture the right audience. Meta (Facebook) offers best return over investment.

It is important for motor vehicles brands to influence customer's consideration to induce action, i.e., right messaging and lead advertisements can help traffic to showroom. The contents are often able to show details of car features. Meta (Facebook) is suitable to increase awareness, consideration and drive action. Meta can reach the target well, as compared to other digital platforms. Client can do full-funnel marketing from website on Facebook or Instagram messenger.

Top 10 Spending Growth by Industries

Able to decline in actual 2022, Motor Vehicles and Non-alcoholic beverages are projected to rise again in 2023. Other top 10 spending industries are also forecasted to grow. Banks and Retailers have shown an impressive progression in both actual 2022 and forecast 2023.



Sub-Discipline Movement

Sub-discipline movement across META, Facebook, Instagram Ad, YouTube, LINE, and TikTok Ad. Includes Creative, Online Audio, Online Video, Display, and E-commerce categories.

Motor Vehicles

AC'22 2,414 Million THB vs FC'23 2,759 Million THB. Growth FC 2023: +14%.

Channel	Spending (Million THB)
LINE	28
Social	3
E-Commerce	-49
YouTube Ad	4
Online Video	34
Display	28
Meta	14
Search	16
Others	13
Creative	-11
Native Ads	8
TikTok Ad	20
Instant Messaging	0
Affiliate Marketing	-100
Twitter	31
Online Audio	25

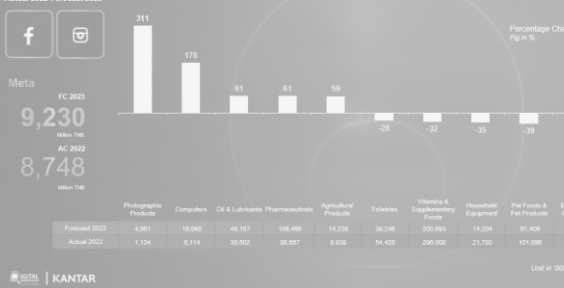
Technology Trends Impacting Digital Media



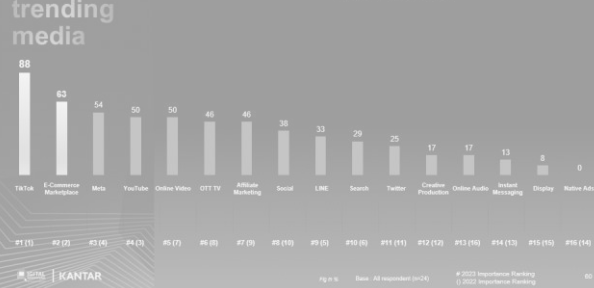
Food & Beverage



Top Discipline - Meta (Facebook & Instagram)



Future trending media



What fields are most important to digital marketers in 2022?



Excel files with full report

	TOTALS						Display					
	AC2020 (total)	AC2021 (total)	AC2022 (total)	FC2023	Actual Growth (Y22 vs Y23 vs)	FC Growth (Y23 vs)	AC2020 (total)	AC2021 (total)	AC2022 (total)	FC2023	Actual Growth (Y22 vs Y23 vs)	FC Growth (Y23 vs)
RESPONDENTS												
WTD. RESP.												
TOTAL SCORE												
INDUSTRY												
Finance & banking (Net)												
Banks												
Insurance												
Credit/Debit Cards												
Finance												
Technology & Electronic (Net)												
Communications												
Computers												
Audio/Visual Electrical Products												
Electrical Products (Non Audio/Visual)												
Food & Beverage (Net)												
Alcoholic Beverages												
Non Alcoholic Beverages												
Seasoning Products												
Snack Foods												
Dairy Products & Dairy Substitute Prod.												
Bakery & Chocolate/Wafers/Biscuits												
Dietary Products												
Vitamins & Supplementary Foods												
Foodstuffs												
Shops (Net)												
Food Outlets & Restaurants												
Retail Shops/Stores												
Online Commerce (Net)												

EXAMPLE ONLY

	TOTALS						1.Finance & banking (Net)					
	AC2020 (total)	AC2021 (total)	AC2022 (total)	FC2023	Actual Growth (Y22 vs Y23 vs)	FC Growth (Y23 vs)	AC2020 (total)	AC2021 (total)	AC2022 (total)	FC2023	Actual Growth (Y22 vs Y23 vs)	FC Growth (Y23 vs)
RESPONDENTS												
WTD. RESP.												
TOTAL SCORE												
SPENDING DATA (THB)												
Display												
Display Direct												
Display Ad Network												
Display Programmatic												
Online Video												
Online Video Direct												
Online Video Ad Network												
Online Video Programmatic												
Online Audio												
Online Audio Direct												
Online Audio Ad Network												
Online Audio Programmatic												
YouTube Ad												
YouTube Ad Desktop Display												
YouTube Ad Mobile Display												
YouTube Ad Desktop Video												
YouTube Ad Mobile Video												
META (FACEBOOK AD AND INSTAGRAM)												

EXAMPLE ONLY

The full report will be available for purchase & download on **April 3**.
Please standby on the site by scanning the QR or contact our representatives below.



Online purchase (Report package + processing fee)
Offline purchase (Report package + processing fee)

USD 599 (excl. VAT)
THB 19,000 (excl. VAT)

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Industry Leaders

KANTAR interviewed a number of industry leaders to get their view and expectations of the digital marketing industry.

The following persons have contributed their view:

- ❑ *Chanchai Pongsanan*
Managing Director - Performance Marketing - Dentsu
- ❑ *Rajsak Asawasupachai*
Managing Director – IPG Mediabrands Digital/ Matterkind
- ❑ *Pacharee Permvongusawa*
General Manager – Publicis Media
- ❑ *Paruj Daorai*
Chief Executive Officer, Publicis Groupe
- ❑ *Pathamawan Sathaporn*
Chief Executive Officer, GroupM Thailand
- ❑ *Eakchai Parichatikanon*
Chief Executive Officer, Winter Agency, Hakuhodo International Thailand



THAILAND DIGITAL ADVERTISING SPEND 2022-2023



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