



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Apr 2016

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	McCann WorldGroup	Celcom, 11street, WIEFF Project, Jotun Project	1.40		1.40	4
2	3	TBWA	U Mobile, Abbott Laboratories	0.61		0.61	4
3	2	Leo Burnett	Steno Diabetes Center Project	0.55		0.55	4
4	7=	M&C Saatchi	Celcom, Naza TTDI Project, Imperial Project	0.53		0.53	3
5	4	Cheil	Property Client	0.30		0.30	1
6	6	Saatchi & Saatchi	BMW MINI, Measat Broadcasting Network Systems Project	0.16		0.16	2
7	5	Ogilvy	Huawei Technologies	0.12		0.12	3
8	7=	Publicis	Manulife Insurance Berhad Projec	0.10		0.10	1
9-	7=	Dentsu		0.00		0.00	0
9-	7=	DDB		0.00		0.00	0
9-	7=	Y&R		0.00		0.00	0
9-	7=	J Walter Thompson		0.00		0.00	0
9-	7=	Mullen Lowe		0.00		0.00	0
9-	7=	Grey Group		0.00		0.00	0
9-	7=	BBH		0.00		0.00	0
9-	7=	FCB		0.00		0.00	0
9-	7=	Bates		0.00		0.00	0
9-	7=	Havas Worldwide		0.00		0.00	0
19	19	BBDO	MetLife	0.30	U Mobile	-0.07	1
						3.69	23

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Apr 2016

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	6=	MediaCom	Celcom, Sony Mobile, Sony Electronics	1.45		1.45	3
2	2	Initiative	Reckitt Benckiser, Suntory Cerebos	1.34		1.34	2
3	3	OMD	Sony Pictures, Mayshowa-Eneos	0.50		0.47	2
4-	4	Starcom	Coway Malaysia, AIA	0.88	Suntory Cerebos	0.33	2
4-	5	Mindshare	Nippon Paint	0.25		0.25	1
6-	6=	Carat	Captain Oats, Southern Lion, Lucenxia	0.53	BMW	0.23	4
6-	6=	Vizeum	Electronic Client	0.15		0.15	3
8	9=	Dentsu Media	Japan National Tourism Organisation	0.05		0.05	4
9	9=	Havas Media		0.01		0.01	1
10	9=	Maxus	Taylor's International School	0.01		-0.01	1
11	12=	MEC		0.00	Sony Electronics	-0.09	0
12	12=	PHD		0.00	Real Estate Client	-0.09	0
13	1	Zenith	Petronas, BMW, H&M	1.39	Celcom	-0.29	6
14	14	Universal McCann		0.00	Southern Lion	-0.85	0
						2.95	29

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by 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.