

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Apr 2017

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	FCB	Continental Truck Tires, Clorox Project, Glad Project	1.30		1.30	5
2	2	M&C Saatchi	Etika - Calpis Project, D'yana	2.00	Etika - Wonda Project	1.05	2
3	-	GOVT	MAHB Project, Future Asset Management International	0.60		0.60	2
4	6=	Publicis	Telecom Project	0.45		0.45	1
5	6=	Ogilvy	Taiwan Trade Center, Iclif Project,	0.38		0.38	2
6=	-	Kingdom Digital	Laneige	0.30		0.30	1
6=	-	VML	Innisfree	0.30		0.30	1
6=	6=	Saatchi & Saatchi	Pharm Client	0.30		0.30	2
9	4	Leo Burnett	Bon Estates Project	0.28		0.28	3
10=	3	Y&R	Finance Client	0.20		0.20	2
10=	-	LEWIS	Oppo Malaysia	0.20		0.20	1
12	5	J Walter Thompson	SDAC Project, Arahe Project	0.16		0.16	3
13	-	Isobar	Finance Client	0.13		0.03	2
14	6=	McCann WorldGroup	Malaysia Airports Project	0.01		0.01	1
15=	6=	BBDO		0.00		0.00	0
15=	6=	DDB		0.00		0.00	0
15=	6=	TBWA		0.00		0.00	0
18	6=	MullenLowe Group		0.00	Telecom Client Project	-0.20	0
19	6=	Grey Group		0.00	Telecom Client Project	-0.45	0
20	19	Dentsu		0.17	Etika - Calpis Project	-0.83	3
						4.07	31

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Apr 2017

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	5=	Carat	IT Client	0.61	Electrolux SEM	0.55	10
2	9	Initiative	Schneider Electric Digital, Fujifilm, British India	0.34		0.34	4
3	1	Mindshare	Combiphar (Eyemo)	0.24		0.24	2
4	3=	OMD	York Sales & Service Sdn Bhd	0.22	Finance Client	0.19	3
5	3=	PHD	Resorts World Sentosa Singapore, HP(digital), Amore Pacific	0.10		0.10	3
6	8	Universal McCann	Telekom Sport Marketing Social, Strateq Project	0.07		0.07	3
7	5=	Dentsu Media	Tourism Client	0.04		0.04	2
8	7	MEC	Electrolux SEM	0.03		0.03	2
9	10=	Vizeum	Luxury Client	0.02		0.02	1
10=	10=	Maxus		0.00		0.00	0
10=	10=	Mediavest Spark		0.00		0.00	0
10=	10=	Starcom		0.00		0.00	0
10=	10=	Zenith		0.00		0.00	0
14	10=	Havas Media		0.00	Schneider Electric Digital	-0.10	0
15	2	MediaCom	Uber, British Council	0.10	Property Client	-0.31	1
						1.15	31

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.