

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Aug 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	Watsons Project, Desaru Coast Hotels & Resorts, RHB Bank,	2.90		2.90	8
2	2	M&C Saatchi	Etika - Calpis Project, D'yana	2.00	Etika - Wonda Project	1.05	2
3	3	Ogilvy	Tetrapak, Taiwan Trade Center, Iclif Project,	0.71		0.71	4
4-	4	GOVT	MAHB Project, Future Asset Management International	0.60		0.60	2
4-	8=	Kingdom Digital	Laneige, Sime Darby Property Berhad	0.60		0.60	2
6-	5	Leo Burnett	Bon Estates Project	0.50		0.50	7
6-	6	FALCON Agency	Genki! Malaysia Digital	0.50		0.50	1
6-	10	Y&R	Finance Client	0.50		0.50	3
6-	11	VML	Legoland, Innisfree	0.50		0.50	2
10	7	Publicis	Telecom Project	0.45		0.45	1
11	12=	LEWIS	Oppo Malaysia, Far East Hospitality	0.40		0.40	2
12-	-	Lion & Lion	Sharp Digital	0.30		0.30	1
12-	8=	Saatchi & Saatchi	Pharm Client	0.30		0.30	2
14	12=	Columbus	Lafarge (Digital)	0.20		0.20	1
15	14	J Walter Thompson	SDAC Project, Arahe Project	0.16		0.16	3
16-	-	We Are Social	Epson SEA	0.15		0.15	1
16-	16	Isobar	Finance Client	0.25		0.15	4
18	15	McCann WorldGroup	Bursa Project, Malaysia Airports Project, Suntory Beverage & Food Project	0.13		0.13	3
19	19	Dentsu	Abbott	1.09	Etika - Calpis Project	0.09	15
20	-	McGarryBowen	Fidelity International SEA	0.08		0.08	1
						10.27	65

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Aug 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	2	Mindshare	Electrolux SEA , Combiphar (Eyemo), Themed Attractions Resorts & Hotels	1.01	Kimberly-Clark	0.63	7
2	1	Carat	IT Client	0.64	Electrolux SEM	0.60	13
3	4	Initiative	GBA Corporation, Football Republic of Al-Ikhsan, DKSH Project	0.50		0.50	8
4	3	Wavemaker	Electrolux SEM, Pfizer Consumer Health, Kimberly-Clark	0.51	Michelin	0.46	3
5	7	MediaCom	Unza Cathay Ltd Project, PSA Group Global, Uber, British Council	0.85	Property Client	0.44	4
6	8	Universal McCann	Spotify, Media Prima Project, Tropicana City Property	0.28		0.28	10
7	6	Columbus	Lafarge	0.25		0.25	1
8	9	dentsu X	Tourism Client	0.22		0.22	6
9	10	PHD	Ikano Project, Resorts World Sentosa Singapore, HP(digital), Amore Pacific	0.18		0.18	5
10=	11	DCG	Dremel (Bosch)	0.15		0.15	1
10=	5	Starcom	Kraft Heinz	0.35		0.15	1
12	16	OMD	York Sales & Service Sdn Bhd, Khazanah Project	0.43	Kraft Heinz	0.05	5
13	12	Vizeum	Luxury Client	0.03	Ikano Project	0.02	3
14=	13=	Spark Foundry		0.00		0.00	0
14=	13=	Zenith		0.00		0.00	0
16	15	Havas Media	Emirates, Michelin	0.08	Schneider Electric Digital	-0.02	2
						3.91	69

### 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](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.