



2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Dec 2015

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	Publicis	Sunway Properties, EON -JEEP, CCM Pharmaceuticals Project	3.93		3.93	15
2	2	M&C Saatchi	Yonder, Malaysia Airlines, PLUS	1.52		1.52	7
3	3	Dentsu	Honda, Goodday Milk, UMWT Project, Calpis Launch	1.31		1.31	18
4	5	Leo Burnett	Coway Malaysia, Anytime Fitness Project, Emotional Intelligence Quotient Soirits Project	1.97	BMW Digital	0.97	17
5	4	DDB	Revive, Panasonic Beauty	0.83		0.83	2
6	6	Y&R	Finance Client	0.68		0.68	2
7	8	McCann WorldGroup	Nippon Paint Project, SCA Project, Petronas Group(BTL)	0.47		0.47	8
8	10	J Walter Thompson	Celcom Planet Project, CyberView Project	0.67	Carlsberg Project	0.35	6
9	7	Mullen Lowe	Ekuias Project	0.71	Finance Client	0.33	6
10	9	TBWA	Tohtonku(Nanowhite)	0.14		0.14	6
11=	11=	Ogilvy	Selangor Property Project	0.01		0.01	1
11=	11=	Saatchi & Saatchi		0.00		0.00	0
11=	11=	Grey Group		0.00		0.00	0
11=	11=	BBH		0.00		0.00	0
11=	11=	FCB		0.00		0.00	0
11=	11=	Bates		0.00		0.00	0
11=	11=	BBDO		0.00		0.00	0
11=	11=	Havas Worldwide		0.00		0.00	0
						10.52	88

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Dec 2015

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	Initiative	Maxis, Alba Project	4.01		4.01	2
2	3	Universal McCann	Malaysia Airlines, DKSH, Sime Darby, RHB Project	3.17	Bank Rakyat	3.02	30
3	4	Starcom MediaVest	Kalbe, Courts Mammoth, AirAsia(SEM)	2.98	FMCG Client	2.38	7
4	2	Carat	Alpecin, BASF	2.00		2.00	15
5	9	MEC	Danone (Dugro, Mamil), XOX, M101, General Mills	1.90		1.50	7
6	6	PHD	SC Johnson(buying), Unilever(Search), Ikano	1.61	Ikea	1.43	6
7	7	Vizeum	BioConnexion, Ikea, Altel Communications(digital), MDeC, Merck	1.05		1.05	21
8	8	ZenithOptimedia	York Aircon	0.48	The Hour Glass	0.46	3
9	10	MediaCom	Maybank, Kupi Kupi, MunchWorld Marketing, AEON	0.62	Communication Client	0.32	8
10	11	Dentsu Media	Sharp Project, Glico, Bushiroad Project, Mah Sing	0.14	Pavilion Shopping Centre	0.13	8
11	12	Havas Media	JDE	0.05		0.05	1
12	13	Maxus	Certis Cisco, Razer	0.10	SC Johnson(buying)	-0.85	2
13	14	Mindshare	Digi, Unilever, Packet One Networks, F&N Interflavine, Pizza Hut	2.75		-1.30	6
14	5	OMD	Google, Beiersdorf, Luxottica/Ray-Ban, L&S Cosmetics	1.42		-1.68	9
						12.50	125

METHODOLOGY

The R3 New Business League has been compiled each of the last 160 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.

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