

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Dec 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	2	FCB	Havaiana, Zespri Kiwifruit Project, Peugeot Project	3.40		3.40	11
2	1	Leo Burnett	NidaRoom Project, Lazada Project	2.47		2.46	13
3	3	McCann WorldGroup	Celcom, 11street, 3M Project, Nestle Project, Mitsubishi Project	2.06		1.69	11
4	4	Ogilvy	Nestle Berhad-Omega Plus, Columbia Asia Healthcare, Huawei Technologies	1.56		1.56	13
5	5	BBDO	MetLife, Guardian Health And Beauty	1.30	U Mobile	0.93	2
6	6	M&C Saatchi	PRIMA, Malaysia Airports Project, Celcom, Naza TTDI Project, Imperial Project	0.66		0.66	6
7	7	TBWA	U Mobile, Abbott Laboratories	0.64		0.64	5
8	8	Y&R	Sony Pictures(Social), Malaysia Milk(Social)	0.60		0.60	5
9	9	Geometry	Audi, GSK (Shopper marketing)	0.50		0.50	2
10=	10=	Dentsu	FMCG Client	0.47		0.47	7
10=	10=	Publicis	Manulife Insurance Berhad Project	0.47		0.47	2
12	12	Grey Group	GSK	0.40		0.40	1
13=	13=	Saatchi & Saatchi	GSK, BMW MINI, Measat Broadcasting Network Systems Project	0.30		0.30	5
13=	13=	Cheil	Property Client	0.30		0.30	1
15=	15=	DDB		0.00		0.00	0
15=	15=	J Walter Thompson		0.00		0.00	0
15=	15=	Mullen Lowe		0.00		0.00	0
15=	15=	BBH		0.00		0.00	0
15=	15=	Havas Worldwide		0.00		0.00	0
						14.38	84

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Dec 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	Initiative	Zespri Kiwi Fruit, Nomura Finances, Central Market	1.84		1.84	13
2-	2=	PHD	Volkswagen	1.50	Real Estate Client	1.39	1
2-	2=	Mindshare	Nippon Paint, Malaysia Airlines	1.45		1.39	3
4	4	OMD	Beko Appliances, Mayshowa, Home Direct Shopping	1.34	Tourism Australia	1.24	10
5	10=	Starcom	Mars (Media Buying), Kalbe, Coway, AIA, 11th St	1.59	Suntory Cerebos	0.70	5
6-	6	Vizeum	Electronic Client	0.60		0.60	6
6-	5	Havas Media	Sangam Communications, Lenovo SEA	0.55		0.55	5
8-	8=	Zenith	21st Century Fox, Reckitt Benckiser, OCBC Bank	2.54	Celcom	0.50	12
8-	10=	Mediavest Spark	Expedia, Bayer Project	0.45		0.45	2
10	8=	Dentsu Media	Japan National Tourism Organisation	0.34		0.34	8
11	7	Carat	Captain Oats, Southern Lion, Lucenxia	0.78	Expedia	0.03	17
12	12	Maxus	Taylors International School	0.01		-0.01	1
13	13	MediaCom	Celcom, Sony Mobile, Sony Electronics	1.45	Volkswagen	-0.21	3
14	14	MEC		0.00	Sony Electronics	-0.36	0
15	15	Universal McCann	Telekom, Acer, Zurich Takaful, FitBit	0.43	Southern Lion	-1.02	7
						7.42	93

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.