



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Feb 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	4=	McCann WorldGroup	Celcom, 11street	1.39		1.39	3
2	1=	Cheil	Property Client	0.30		0.30	1
3	1=	BBDO	MetLife	0.30	U Mobile	0.23	1
4	4=	TBWA	U Mobile, Abbott Laboratories	0.09		0.09	2
5	3	Ogilvy	Huawei Consumer Business Group Project	0.04		0.04	1
6-	4=	Publicis		0.00		0.00	0
6-	4=	M&C Saatchi		0.00		0.00	0
6-	4=	Dentsu		0.00		0.00	0
6-	4=	Leo Burnett		0.00		0.00	0
6-	4=	DDB		0.00		0.00	0
6-	4=	Y&R		0.00		0.00	0
6-	4=	J Walter Thompson		0.00		0.00	0
6-	4=	Mullen Lowe		0.00		0.00	0
6-	4=	Saatchi & Saatchi		0.00		0.00	0
6-	4=	Grey Group		0.00		0.00	0
6-	4=	BBH		0.00		0.00	0
6-	4=	FCB		0.00		0.00	0
6-	4=	Bates		0.00		0.00	0
6-	4=	Havas Worldwide		0.00		0.00	0
						2.04	8

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Feb 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	Reckitt Benckiser	0.79		0.79	1
1-	1=	Zenith	Petronas, BMW	1.15	Coway Malaysia	0.78	2
3	4=	OMD	Sony Pictures, Mayshowa-Eneos	0.50		0.50	2
4	3	Starcom	Coway Malaysia	0.38		0.38	1
5	4=	Mindshare	Nippon Paint	0.25		0.25	1
6	6	Vizeum	Electronic Client	0.09		0.09	2
7-	8=	Dentsu Media	Japan National Tourism Organisation	0.05		0.05	4
7-	7	Maxus	Taylor's International School	0.01		0.01	1
7-	8=	MEC		0.00		0.00	0
7-	8=	MediaCom		0.00		0.00	0
7-	8=	Havas Media		0.00		0.00	0
12	8=	PHD		0.00	Real Estate Client	-0.03	0
13	13	Carat	Pharma Brand	0.03	BMW	-0.28	1
14	14	Universal McCann		0.00	Sony Pictures	-0.30	0
						2.24	15

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.