



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Feb 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	M&C Saatchi	Etika - Calpis Project, D'yana	2.00	Etika - Wonda Project	1.05	2
2	2	FCB	Havaianas, Continental Project	0.70		0.70	2
3	3=	Y&R	Finance Client	0.20		0.20	2
4	3=	Leo Burnett	Bon Estates Project	0.08		0.08	2
5	3=	J Walter Thompson	SDAC Project, Arahe Project	0.05		0.05	2
6-	3=	BBDO		0.00		0.00	0
6-	3=	BBH		0.00		0.00	0
6-	3=	Cheil		0.00		0.00	0
6-	3=	DDB		0.00		0.00	0
6-	3=	Geometry		0.00		0.00	0
6-	3=	Grey Group		0.00		0.00	0
6-	3=	Havas Worldwide		0.00		0.00	0
6-	3=	McCann WorldGroup		0.00		0.00	0
6-	3=	Mullen Lowe		0.00		0.00	0
6-	3=	Ogilvy		0.00		0.00	0
6-	3=	Publicis		0.00		0.00	0
6-	3=	Saatchi & Saatchi		0.00		0.00	0
6-	3=	TBWA		0.00		0.00	0
19	19	Dentsu		0.14	Etika - Calpis Project	-0.86	2
						1.22	12

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Feb 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	4=	MediaCom	Uber	0.10		0.10	1
2	1	Mindshare	Combiphar (Eyemo)	0.09		0.09	1
3=	4=	OMD	York Sales & Service Sdn Bhd	0.07		0.07	2
3=	4=	PHD	Resorts World Sentosa Singapore, HP(digital)	0.07		0.07	2
5=	4=	Dentsu Media	Tourism Client	0.04		0.04	2
5=	2	Carat	IT Client	0.10	Electrolux SEM	0.04	6
7	4=	MEC	Electrolux SEM	0.03		0.03	2
8	3	Universal McCann	Telekom Sport Marketing Social, Strateq Project	0.02		0.02	2
9	4=	Initiative	Fujifilm, British India	0.01		0.01	2
10=	4=	Havas Media		0.00		0.00	0
10=	4=	Maxus		0.00		0.00	0
10=	4=	Mediavest Spark		0.00		0.00	0
10=	4=	Starcom		0.00		0.00	0
10=	4=	Vizeum		0.00		0.00	0
10=	4=	Zenith		0.00		0.00	0
						0.46	20

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.