



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jan 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-	11=	BBDO	MetLife	0.30		0.30	1
1-	-	Cheil	Property Client	0.30		0.30	1
3	11=	Ogilvy	Huawei Consumer Business Group Project	0.04		0.04	1
4-	1	Publicis		0.00		0.00	0
4-	2	M&C Saatchi		0.00		0.00	0
4-	3	Dentsu		0.00		0.00	0
4-	4	Leo Burnett		0.00		0.00	0
4-	5	DDB		0.00		0.00	0
4-	6	Y&R		0.00		0.00	0
4-	7	McCann WorldGroup		0.00		0.00	0
4-	8	J Walter Thompson		0.00		0.00	0
4-	9	Mullen Lowe		0.00		0.00	0
4-	10	TBWA		0.00		0.00	0
4-	11=	Saatchi & Saatchi		0.00		0.00	0
4-	11=	Grey Group		0.00		0.00	0
4-	11=	BBH		0.00		0.00	0
4-	11=	FCB		0.00		0.00	0
4-	11=	Bates		0.00		0.00	0
4-	11=	Havas Worldwide		0.00		0.00	0
						0.64	3

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jan 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-	8	ZenithOptimedia	Petronas, BMW	1.15	Coway Malaysia	0.78	2
3	3	Starcom MediaVest	Coway Malaysia	0.38		0.38	1
4-	14	OMD	Sony Pictures	0.30		0.30	1
4-	13	Mindshare	Nippon Paint	0.25		0.25	1
6	7	Vizeum	Electronic Client	0.06		0.06	1
7	12	Maxus	Taylor's International School	0.01		0.01	1
8-	5	MEC		0.00		0.00	0
8-	6	PHD		0.00		0.00	0
8-	9	MediaCom		0.00		0.00	0
8-	10	Dentsu Media		0.00		0.00	0
8-	11	Havas Media		0.00		0.00	0
13	4	Carat		0.03	BMW	-0.28	1
14	2	Universal McCann		0.00	Sony Pictures	-0.30	0
						1.99	9

### 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.