



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jan 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	-	M&C Saatchi	Etika - Calpis Project, D'yana	2.00	Etika - Wonda Project	1.05	2
2	-	FCB	Havaianas	0.30		0.30	1
3-	-	Ogilvy		0.00		0.00	0
3-	-	Leo Burnett		0.00		0.00	0
3-	-	McCann WorldGroup		0.00		0.00	0
3-	-	BBDO		0.00		0.00	0
3-	-	TBWA		0.00		0.00	0
3-	-	Y&R		0.00		0.00	0
3-	-	Geometry		0.00		0.00	0
3-	-	Publicis		0.00		0.00	0
3-	-	Grey Group		0.00		0.00	0
3-	-	Saatchi & Saatchi		0.00		0.00	0
3-	-	Cheil		0.00		0.00	0
3-	-	DDB		0.00		0.00	0
3-	-	J Walter Thompson		0.00		0.00	0
3-	-	Mullen Lowe		0.00		0.00	0
3-	-	BBH		0.00		0.00	0
3-	-	Havas Worldwide		0.00		0.00	0
19	-	Dentsu		0.14	Etika - Calpis Project	-0.86	2
						0.49	5

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jan 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	-	Mindshare	Combiphar (Eyemo)	0.09		0.09	1
2	-	Carat	IT Client	0.02		0.02	2
3	-	Universal McCann	Telekom Sport Marketing Social	0.01		0.01	1
4-	-	Initiative		0.00		0.00	0
4-	-	PHD		0.00		0.00	0
4-	-	OMD		0.00		0.00	0
4-	-	Starcom		0.00		0.00	0
4-	-	Vizeum		0.00		0.00	0
4-	-	Havas Media		0.00		0.00	0
4-	-	Zenith		0.00		0.00	0
4-	-	Mediavest Spark		0.00		0.00	0
4-	-	Dentsu Media		0.00		0.00	0
4-	-	Maxus		0.00		0.00	0
4-	-	MediaCom		0.00		0.00	0
4-	-	MEC		0.00		0.00	0
						0.11	4

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.