

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / July 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	FCB	Watsons Project, Desaru Coast Hotels & Resorts, RHB Bank,	2.90		2.90	8
2	2	M&C Saatchi	Etika - Calpis Project, D'yana	2.00	Etika - Wonda Project	1.05	2
3	3	Ogilvy	Tetrapak, Taiwan Trade Center, Iclif Project,	0.71		0.71	4
4	4	GOVT	MAHB Project, Future Asset Management International	0.60		0.60	2
5	9	Leo Burnett	Bon Estates Project	0.50		0.50	7
6	5	FALCON Agency	Genki! Malaysia Digital	0.50		0.50	1
7	6	Publicis	Telecom Project	0.45		0.45	1
8=	7=	Kingdom Digital	Laneige	0.30		0.30	1
8=	7=	Saatchi & Saatchi	Pharm Client	0.30		0.30	2
10	10	Y&R	Finance Client	0.25		0.25	2
11	11	VML	Legoland, Innisfree	0.21		0.21	2
12=	-	Columbus	Lafarge (Digital)	0.20		0.20	1
12=	12	LEWIS	Oppo Malaysia	0.20		0.20	1
14	13	J Walter Thompson	SDAC Project, Arahe Project	0.16		0.16	3
15	15	McCann WorldGroup	Bursa Project, Malaysia Airports Project, Suntory Beverage & Food Project	0.13		0.13	3
16	14	Isobar	Finance Client	0.13		0.03	2
17	16=	BBDO		0.00		0.00	0
18	18	MullenLowe Group		0.00	Telecom Client Project	-0.20	0
19	19	Dentsu		0.69	Etika - Calpis Project	-0.31	11
20	20	Grey Group		0.00	Telecom Client Project	-0.45	0
						7.52	53

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / July 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	2	Carat	IT Client	0.64	Electrolux SEM	0.57	13
2	1	Mindshare	Electrolux SEA , Combiphar (Eyemo), Themed Attractions Resorts & Hotels	0.86	Kimberly-Clark	0.48	6
3	15	MEC	Electrolux SEM, Pfizer Consumer Health, Kimberly-Clark	0.51	Michelin	0.46	3
4	3	Initiative	Ebay (BPN) Digital & Social media, Schneider Electric Digital, Fujifilm	0.36		0.36	5
5	11=	Starcom	Kraft Heinz	0.35		0.35	1
6	-	Columbus	Lafarge	0.25		0.25	1
7	6	MediaCom	Unza Cathay Ltd Project, PSA Group Global, Uber, British Council	0.65	Property Client	0.24	3
8	5	Universal McCann	Dairy Farm, AIA(digital), Gamuda Land(Social), Telekom Sport Marketing (Social)	0.24		0.24	6
9	9	dentsu X	Tourism Client	0.19		0.19	3
10	7	PHD	Resorts World Sentosa Singapore, HP(digital), Amore Pacific	0.17		0.17	4
11	8	DCG	Dremel (Bosch)	0.15		0.15	1
12	10	Vizeum	Luxury Client	0.03		0.03	3
13=	11=	Spark Foundry		0.00		0.00	0
13=	11=	Zenith		0.00		0.00	0
15	14	Havas Media	Emirates, Michelin	0.08	Schneider Electric Digital	-0.02	2
16	4	OMD	York Sales & Service Sdn Bhd	0.31	Kraft Heinz	-0.07	5
						<b>3.41</b>	<b>56</b>

### 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.