

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / June 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	Desaru Coast Hotels & Resorts, RHB Bank,	1.90		1.90	7
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,	0.68		0.68	3
4	4	GOVT	MAHB Project, Future Asset Management International	0.60		0.60	2
5	-	FALCON Agency	Genki! Malaysia Digital	0.50		0.50	1
6	5	Publicis	Telecom Project	0.45		0.45	1
7-	6=	Kingdom Digital	Laneige	0.30		0.30	1
7-	6=	Saatchi & Saatchi	Pharm Client	0.30		0.30	2
9	8	Leo Burnett	Bon Estates Project	0.28		0.28	3
10	9	Y&R	Finance Client	0.25		0.25	2
11	10=	VML	Legoland, Innisfree	0.21		0.21	2
12	10=	LEWIS	Oppo Malaysia	0.20		0.20	1
13	12	J Walter Thompson	SDAC Project, Arahe Project	0.16		0.16	3
14	13	Isobar	Finance Client	0.13		0.03	2
15	14	McCann WorldGroup	Bursa Project, Malaysia Airports Project	0.03		0.03	2
16-	15=	BBDO		0.00		0.00	0
16-	15=	DDB		0.00		0.00	0
18	18	MullenLowe Group		0.00	Telecom Client Project	-0.20	0
19	20	Dentsu		0.65	Etika - Calpis Project	-0.35	10
20	19	Grey Group		0.00	Telecom Client Project	-0.45	0
						5.92	44

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / June 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	Mindshare	Combiphar (Eyemo), Themed Attractions Resorts & Hotels	0.71	Dairy Farm	0.58	5
2	2	Carat	IT Client	0.64	Electrolux SEM	0.57	13
3	3	Initiative	Ebay (BPN) Digital & Social media, Schneider Electric Digital, Fujifilm	0.36		0.36	5
4	4	OMD	York Sales & Service Sdn Bhd	0.31	Finance Client	0.28	5
5	7	Universal McCann	Dairy Farm, AIA(digital), Gamuda Land(Social), Telekom Sport Marketing (Social)	0.24		0.24	6
6	15	MediaCom	PSA Group Global, Uber, British Council	0.60	Property Client	0.19	2
7	5	PHD	Resorts World Sentosa Singapore, HP(digital), Amore Pacific	0.17		0.17	4
8	6	DCG	Dremel (Bosch)	0.15		0.15	1
9	8	dentsu X	Tourism Client	0.04		0.04	2
10	9	Vizeum	Luxury Client	0.02		0.02	1
11=	11=	Spark Foundry		0.00		0.00	0
11=	11=	Starcom		0.00		0.00	0
11=	11=	Zenith		0.00		0.00	0
14	14	Havas Media	Emirates, Michelin	0.08	Schneider Electric Digital	-0.02	2
15	10	MEC	Electrolux SEM	0.01	Michelin	-0.05	1
						2.54	47

### 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.