



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Mar 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	McCann WorldGroup	Celcom, 11street, WIEFF Project	1.39		1.39	3
2	6=	Leo Burnett	Manulife Insurance Berhad Project, Steno Diabetes Center Project	0.65		0.65	5
3	4	TBWA	U Mobile, Abbott Laboratories	0.61		0.61	4
4	2	Cheil	Property Client	0.30		0.30	1
5	5	Ogilvy	Huawei Consumer Business Group Project	0.05		0.05	2
6	6=	Saatchi & Saatchi	Measat Broadcasting Network Systems Project	0.01		0.01	1
7-	6=	Publicis		0.00		0.00	0
7-	6=	M&C Saatchi		0.00		0.00	0
7-	6=	Dentsu		0.00		0.00	0
7-	6=	DDB		0.00		0.00	0
7-	6=	Y&R		0.00		0.00	0
7-	6=	J Walter Thompson		0.00		0.00	0
7-	6=	Mullen Lowe		0.00		0.00	0
7-	6=	Grey Group		0.00		0.00	0
7-	6=	BBH		0.00		0.00	0
7-	6=	FCB		0.00		0.00	0
7-	6=	Bates		0.00		0.00	0
7-	6=	Havas Worldwide		0.00		0.00	0
19	3	BBDO	MetLife	0.30	U Mobile	-0.07	1
						2.92	17

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Mar 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=	Zenith	Petronas, BMW, H&M	1.37	Coway Malaysia	0.99	5
2	1=	Initiative	Reckitt Benckiser	0.79		0.79	1
3	3	OMD	Sony Pictures, Mayshowa-Eneos	0.50		0.47	2
4	4	Starcom	Coway Malaysia	0.38		0.38	1
5	5	Mindshare	Nippon Paint	0.25		0.25	1
6-	13	Carat	Captain Oats, Southern Lion, Lucenxia	0.53	BMW	0.23	4
6-	6	Vizeum	Electronic Client	0.15		0.15	3
6-	7=	MediaCom	Sony Mobile, Sony Electronics	0.15		0.15	2
9-	7=	Dentsu Media	Japan National Tourism Organisation	0.05		0.05	4
9-	7=	Maxus	Taylor's International School	0.01		0.01	1
9-	7=	Havas Media		0.00		0.00	0
12-	7=	MEC		0.00	Sony Electronics	-0.09	0
12-	12	PHD		0.00	Real Estate Client	-0.09	0
14	14	Universal McCann		0.00	Southern Lion	-0.85	0
						2.44	24

### 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.