

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / May 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, Kotra Pharma Project, Oppo Project	1.45		1.45	6
2	19	BBDO	MetLife, Guardian Health And Beauty	1.30	U Mobile	0.93	2
3	3	Leo Burnett	Steno Diabetes Center Project	0.78		0.78	4
4	2	TBWA	U Mobile, Abbott Laboratories	0.61		0.61	4
5	4	M&C Saatchi	Celcom, Naza TTDI Project, Imperial Project	0.53		0.53	3
6	7	Ogilvy	Huawei Technologies, Allianz Project, Nippon Paint Project	0.51		0.51	6
7	9=	Dentsu	FMCG Client	0.47		0.47	7
8	5	Cheil	Property Client	0.30		0.30	1
9	6	Saatchi & Saatchi	BMW MINI, Measat Broadcasting Network Systems Project	0.16		0.16	2
10	8	Publicis	Manulife Insurance Berhad Projec	0.10		0.10	1
11	9=	Y&R	Malaysia Milk(Social)	0.08		0.08	1
12=	9=	DDB		0.00		0.00	0
12=	9=	J Walter Thompson		0.00		0.00	0
12=	9=	Mullen Lowe		0.00		0.00	0
12=	9=	Grey Group		0.00		0.00	0
12=	9=	BBH		0.00		0.00	0
12=	9=	FCB		0.00		0.00	0
12=	9=	Bates		0.00		0.00	0
12=	9=	Havas Worldwide		0.00		0.00	0
						5.90	37

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / May 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	2	Initiative	Reckitt Benckiser, Suntory Cerebos	1.34		1.34	2
2	1	MediaCom	Celcom, Sony Mobile, Sony Electronics	1.45		1.22	3
3	4=	Mindshare	Nippon Paint, Malaysia Airlines	1.05		1.05	3
4	3	OMD	Home Direct Shopping, Regency Specialist Hospital	0.97		0.84	6
5	4=	Starcom	Coway Malaysia, AIA, 11th St	1.04	Suntory Cerebos	0.47	3
6=	6=	Carat	Captain Oats, Southern Lion, Lucenxia	0.53	BMW	0.23	4
6=	6=	Vizeum	Electronic Client	0.15		0.15	3
8	8	Dentsu Media	Japan National Tourism Organisation	0.05		0.05	4
9	9	Havas Media		0.03		0.03	2
10	10	Maxus	Taylor's International School	0.01		-0.01	1
11=	13	Zenith	Petronas, BMW, H&M, Manulife, Credit Guarantee Corporation	1.59	Celcom	-0.09	9
11=	11	MEC		0.00	Sony Electronics	-0.09	0
11=	12	PHD		0.00	Real Estate Client	-0.09	0
14	14	Universal McCann		0.10	Southern Lion	-1.35	1
						3.74	41

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.