

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / May 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	5	Ogilvy	Tetrapak, Taiwan Trade Center, Iclif Project,	0.68		0.68	3
4	3	GOVT	MAHB Project, Future Asset Management International	0.60		0.60	2
5	4	Publicis	Telecom Project	0.45		0.45	1
6=	6=	Kingdom Digital	Laneige	0.30		0.30	1
6=	6=	Saatchi & Saatchi	Pharm Client	0.30		0.30	2
8	9	Leo Burnett	Bon Estates Project	0.28		0.28	3
9	10=	Y&R	Finance Client	0.25		0.25	2
10=	6=	VML	Innisfree	0.20		0.20	1
10=	10=	LEWIS	Oppo Malaysia	0.20		0.20	1
12	12	J Walter Thompson	SDAC Project, Arahe Project	0.16		0.16	3
13	13	Isobar	Finance Client	0.13		0.03	2
14	14	McCann WorldGroup	Malaysia Airports Project	0.01		0.01	1
15=	15=	BBDO		0.00		0.00	0
15=	15=	DDB		0.00		0.00	0
15=	15=	TBWA		0.00		0.00	0
18	19	MullenLowe Group		0.00	Telecom Client Project	-0.20	0
19	20	Grey Group		0.00	Telecom Client Project	-0.45	0
20	21	Dentsu		0.34	Etika - Calpis Project	-0.66	6
						5.09	37

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / May 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	3	Mindshare	Combiphar (Eyemo), Themed Attractions Resorts & Hotels	0.71		0.71	5
2	1	Carat	IT Client	0.61	Electrolux SEM	0.57	10
3	2	Initiative	Ebay (BPN) Digital & Social media, Schneider Electric Digital, Fujifilm	0.36		0.36	5
4	4	OMD	York Sales & Service Sdn Bhd	0.22	Finance Client	0.19	3
5	5	PHD	Resorts World Sentosa Singapore, HP(digital), Amore Pacific	0.17		0.17	4
6	-	DCG	Dremel (Bosch)	0.15		0.15	1
7	6	Universal McCann	AIA(digital), Gamuda Land(Social), Telekom Sport Marketing (Social)	0.11		0.11	5
8	7	dentsu X	Tourism Client	0.04		0.04	2
9	9	Vizeum	Luxury Client	0.02		0.02	1
10	8	MEC	Electrolux SEM	0.01		0.01	1
11-	10=	Mediavest Spark		0.00		0.00	0
11-	10=	Starcom		0.00		0.00	0
11-	10=	Zenith		0.00		0.00	0
14	14	Havas Media	Emirates	0.03	Schneider Electric Digital	-0.07	1
15	15	MediaCom	Uber, British Council	0.10	Property Client	-0.31	1
						1.95	39

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.