



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Apr 2018

| 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 | 27 | BBDO | Perodua, DJI Global | 2.10 | | 1.50 | 2 |
| 2 | 2 | J Walter Thompson | FWD, Essell Project, Nestle - Project | 0.91 | | 0.91 | 4 |
| 3 | 1 | FCB | SASA Malaysia Project, Daekyo Malaysia Project, The Westin Desaru Coast Project | 0.90 | | 0.90 | 3 |
| 4 | 11= | Dentsu | FMCG Client | 0.75 | | 0.75 | 6 |
| 5 | 3 | Publicis | Campbell Soup | 0.60 | | 0.60 | 1 |
| 6 | 10 | VML | Unifi, Grab Food | 0.51 | | 0.51 | 2 |
| 7 | 26 | MullenLowe Group | Tesco | 0.50 | | 0.50 | 1 |
| 8 | 4 | Stellar Group | BankBazaar Digital | 0.40 | | 0.40 | 1 |
| 9 | 5 | Ogilvy | Canon (PR) | 0.30 | | 0.30 | 1 |
| 10 | 6 | Sunway Medical | The Clan Project | 0.20 | | 0.20 | 1 |
| 11= | 7= | M&C Saatchi | Axiata Group | 0.10 | | 0.10 | 1 |
| 11= | 7= | Entropia Noir | Axiata Group Digital | 0.10 | | 0.10 | 1 |
| 13 | 11= | Isobar | Government Client | 0.07 | | 0.07 | 4 |
| 14 | 9 | Grey Group | Generali | 0.05 | | 0.05 | 1 |
| 15= | 11= | GOVT | | 0.00 | | 0.00 | 0 |
| 15= | 11= | Kingdom Digital | | 0.00 | | 0.00 | 0 |
| 15= | 11= | Leo Burnett | | 0.00 | | 0.00 | 0 |
| 15= | 11= | FALCON Agency | | 0.00 | | 0.00 | 0 |
| 15= | 11= | Y&R | | 0.00 | | 0.00 | 0 |
| 15= | 11= | Columbus | | 0.00 | | 0.00 | 0 |
| | | | | | | 6.89 | 29 |

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Apr 2018

| 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 | 18 | Carat | Microsoft | 1.00 | Cambert & Nuvanta | 0.92 | 1 |
| 2 | 1 | Spark Foundry | Marriott, Campbell Arnott's, Homepro | 0.68 | | 0.68 | 3 |
| 3 | 2 | M/Six | Telekom Malaysia (unifi) | 0.50 | | 0.50 | 1 |
| 4 | 3 | Initiative | Marrybrown, TNB, Cambert & Nuvanta | 0.36 | | 0.36 | 14 |
| 5 | 11 | PHD | HSBC, Resorts World Sentosa Singapore, Paynet | 0.32 | | 0.32 | 3 |
| 6 | 4= | AdParlor | TGV Cinemas | 0.25 | | 0.25 | 1 |
| 7 | 6 | Starcom | | 0.30 | TNB | 0.22 | 1 |
| 8 | 10 | Vizeum | TimeDotCom | 0.20 | | 0.20 | 5 |
| 9 | 7 | Universal McCann | PruBSN, Nestle Professional Project | 0.13 | | 0.13 | 4 |
| 10 | 8 | MediaCom | Bose | 0.05 | | 0.05 | 1 |
| 11 | 9 | SapientRazorfish | Marriott | 0.03 | | 0.03 | 1 |
| 12 | 4= | Mindshare | PruBSN | 0.25 | HSBC | 0.00 | 1 |
| 13= | 12= | dentsu X | | 0.00 | | 0.00 | 0 |
| 13= | 12= | Columbus | | 0.00 | | 0.00 | 0 |
| 13= | 12= | DCG | | 0.00 | | 0.00 | 0 |
| 13= | 12= | Havas Media | | 0.00 | | 0.00 | 0 |
| 13= | 12= | OMD | | 0.00 | | 0.00 | 0 |
| 18 | 17 | Zenith | | 0.00 | PruBSN | -0.08 | 0 |
| 19 | 19 | Wavemaker | Genting | 0.12 | Campbell Soup | -0.21 | 1 |
| | | | | | | 3.36 | 37 |

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.