

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Apr 2019

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	BBDO	Celoom Xpax, Unilever (Lipton X Tealive) Project, Unilever (Cornetto) Project	1.5		1.5	3
2	2	FCB	Asahi, Levi's, Kronenbourg	1.1		1.1	3
3	3	VMLY&R	Logitech, Cactus, Mattel	0.8		0.8	10
4	4	Innity	TikTok	0.5		0.5	1
5	5	Dentsu	Beverage & Food Brand	0.3		0.3	2
6	6	Havas Worldwide	Touch & Go E-Wallet Project	0.3		0.3	1
7	31	DDB	PlayStation	0.3		0.3	2
8	7	Isobar	Bank Brand	0.2		0.2	2
9	15	Ogilvy	CIMB Project, Kimberly Clark	0.2		0.2	3
10	-	Anomaly	Johnnie Walker	0.1		0.1	1
11	8	Cutwater	Smitten Ice Cream, Mdsave, Just, OneLogin	0.1		0.1	6
12=	9	Accenture Interactive	Aria	0.0		0.0	1
12=	10	Merkley+Partners	Performix	0.0		0.0	1
12=	11	Online Circle	Barilla	0.0		0.0	1
						5.4	37



2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Apr 2019

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	Prudential BSN Takaful Berhad Project, Prudential AOR (Digital), Tesco, Hong Leong Bank	1.0		1.0	10
2	2	PHD	Schneider Electric, Foodpanda, WIPRO UNZA, Singapore Airlines, Kasir.com	0.6		0.6	5
3	16	MediaCom	Fujifilm Holdings Corporation, realme	0.1		0.1	2
4	3	Initiative	Health Care Brand	0.1		0.1	1
5	4	Wavemaker	M&S Santan Kelapa	0.0		0.0	1
6	-	Vizeum		0.0	Media company	0.0	0
7	5	Carat	Consumer Goods Company	0.3	WIPRO UNZA	-0.1	1
8	6	Zenith		0.0	United Overseas Bank (UOB)	-0.2	0
						1.40	20

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.