



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Dec 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	Motorola, Watsons Project, Desaru Coast Hotels & Resorts, RHB Bank,	3.45		3.45	10
2	2	Dentsu	Car Client	2.44		2.44	23
3	3	Ogilvy	Sime Darby Property Project, Tetrapak, Iclif Project,	1.31		1.31	6
4	4	M&C Saatchi	Etika - Calpis Project, D'yana	2.00	Etika - Wonda Project	1.05	2
5	5	Isobar	Finance Client	1.00		0.90	9
6	6	GOVT	MAHB Project, Future Asset Management International	0.60		0.60	2
7	7	Kingdom Digital	Laneige, Sime Darby Property Berhad	0.60		0.60	2
8-	8=	Leo Burnett	Bon Estates Project	0.50		0.50	7
8-	8=	FALCON Agency	Genki! Malaysia Digital	0.50		0.50	1
8-	8=	Y&R	Finance Client	0.50		0.50	3
8-	8=	VML	Legoland, Innisfree	0.50		0.50	2
8-	8=	Columbus	Lafarge (Digital), UNIQLO Performance Marketing	0.50		0.50	2
13	13	Publicis	Telecom Project	0.45		0.45	1
14	14	LEWIS	Oppo Malaysia, Far East Hospitality	0.40		0.40	2
15-	15=	Lion & Lion	Sharp Digital	0.30		0.30	1
15-	15=	Saatchi & Saatchi	Pharm Client	0.30		0.30	2
17	17	J Walter Thompson	SDAC Project, Arahe Project	0.17		0.17	4
18	18	We Are Social	Epson SEA	0.15		0.15	1
19	19	McCann WorldGroup	Bursa Project, Malaysia Airports Project, Suntory Beverage & Food Project	0.13		0.13	3
20	20	McGarryBowen	Fidelity International	0.08		0.08	1
						14.18	84

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Dec 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	Carat	IT Client	1.64	Electrolux SEM	1.55	14
2	2	Initiative	Lego, Tenaga Nasional Berhad, Segi College, Old Town White Coffee	1.54		1.54	13
3	3	Mindshare	Unilever Communications Planning, Electrolux SEA , Combipharm (Eyemo)	1.06	Kimberly-Clark	0.68	8
4	4	MediaCom	1 Pavilion, Unza Cathay Ltd Project, Uber, British Council	0.93	Property Client	0.52	6
5	11	PHD	Resorts World Sentosa, Amore Pacific, Property Guru	0.54	Unilever Communications Planning	0.49	9
6	5	Wavemaker	Audemars Piguet, Electrolux SEM, Pfizer Consumer Health, Kimberly-Clark	0.56	Amore Pacific	0.41	4
7	6	Universal McCann	Spotify, Media Prima Project, Tropicana City Property	0.31		0.31	11
8	7=	dentsu X	Tourism Client	0.26		0.26	12
9	7=	Columbus	Lafarge	0.25		0.25	1
10=	9=	DCG	Dremel (Bosch)	0.15		0.15	1
10=	9=	Starcom	Kraft Heinz	0.35		0.15	1
12=	13=	Havas Media	Emirates, Michelin, Citibank	0.21	Schneider Electric Digital	0.10	3
12=	13=	Spark Foundry	Avon	0.10		0.10	1
14	12	Vizeum	Luxury Client	0.12	Ikano Power Corporation	0.05	6
15	15	Zenith		0.00		0.00	0
16	16	OMD	York Sales & Service Sdn Bhd, Khazanah Project	0.43	Audemars Piguet	-1.00	5
						5.55	95

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.