



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Dec 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	1	FCB	PropertyGuru, UEM Sunrise, Marriot International group, SASA Malaysia Project	5.62	Education New Zealand	5.62	14
2	2	Leo Burnett	Government Client	1.76		1.76	2
3	3	J Walter Thompson	Midea Washing Machine, Vitasoy, Honma Golf, Dupont-Coteva	1.69		1.69	32
4	4	BBDO	Perodua, DJI Global	2.10	Tourism Australia	1.34	2
5	5	Dentsu	PT Santos Jaya Abadi Project	1.11		1.11	9
6	6	Publicis	Genting Cruise Lines Project, Oil Client	0.75		0.75	1
7	7	Ogilvy	Mondelez Project, Columbia Asia Branding Project, Philips Project, Columbia Asia Project	0.74		0.74	7
8	8	Saatchi & Saatchi	Siemens Home Appliances, Campbell Soup	0.70		0.70	2
9	9	VMLY&R	Unifi, Grab Food	0.51		0.51	2
10	10	MullenLowe Group	Tesco	0.50		0.50	1
11	11	Stellar Group	BankBazaar Digital	0.40		0.40	1
12=	12=	McCann WorldGroup		0.25		0.25	6
12=	12=	M&C Saatchi	Tourism Australia, Axiata Group	0.25		0.25	2
14=	14	Sunway Medical	The Clan Project	0.20		0.20	1
14=	21	Burson-Marsteller		0.20		0.20	1
16	16	Isobar	Government Client	0.13		0.13	5
17	15	Entropia Noir	Axiata Group Digital	0.10		0.10	1
18	17	Lion & Lion	XL Axiata	0.02		0.02	1
19=	18=	GOVT		0.00		0.00	0
19=	18=	Kingdom Digital		0.00		0.00	0
						15.21	92



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Dec 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	1	Initiative	Carlsberg, ASTRO, Dish TV India, Emina Cheese	6.09		6.09	20
2	2	Spark Foundry	Lenovo / Motorola, AVON, Mondelez, Marriott	1.93		1.93	8
3	4	OMD	Gentle Supreme, SK Magic, Daimler, RuMa Project	1.12	Intel	0.97	9
4	3	Universal McCann	Old Town Coffee, Wilson Communication Project, Nestle	0.88		0.88	7
5	5	Zenith	Ralph Lauren, Huawei (Performics) Project, Northern Territory Tourism Board (Performics), Coty	0.88	Magickbricks Digital	0.80	3
6	9	PHD	WIPRO UNZA, HSBC, Resorts World Sentosa Singapore, Paynet	1.00		0.72	7
7	6	M/Six	Telekom Malaysia (unifi)	0.50		0.50	1
8	8	Havas Media	Puma, Saic Maxus Project, Estrella Damm Project	0.36	ARLO	0.36	4
9	7	Carat	Reckitt Benckiser Contract, Microsoft	1.31	WIPRO UNZA	0.29	2
10	10	AdParlor	TGV Cinemas	0.25		0.25	1
11	11	Vizeum	TimeDotCom	0.20	Huawei	0.20	6
12	12	Wavemaker	4Fingers, Pos Ad (Shopper 360 Limited), MCT Berhad, Esprit	0.56	Sentosa Development Corporation	0.10	6
13	13	SapientRazorfish	Marriott	0.03		0.03	1
14	14=	Columbus		0.00		0.00	0
15	14=	DCG		0.00		0.00	0
16	17	MediaCom	Alibaba Group, Mars, Shell	2.05	Coty	-0.46	8
17	16	Starcom	Far EastOne Telecommunications, Campbell Soup	0.30	Reckitt Benckiser Contract	-0.69	1
18	18	Mindshare	BP, General Mills, Hong Kong Airport Authority, Focus Entertainment	1.08	MELCO/City of Dreams	-1.70	7
19	19	dentsu X		0.05	Airline client	-2.35	4
						7.93	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.