

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Feb 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	2=	Publicis	Campbell Soup	0.60		0.60	1
2	-	Stellar Group	BankBazaar Digital	0.40		0.40	1
3	2=	Ogilvy	Canon (PR)	0.30		0.30	1
4	-	Sunway Medical	The Clan Project	0.20		0.20	1
5=	2=	M&C Saatchi	Axiata Group	0.10		0.10	1
5=	-	Entropia Noir	Axiata Group Digital	0.10		0.10	1
7	1	Grey Group	Generali	0.05		0.05	1
8	2=	VML	Unifi	0.01		0.01	1
9=	2=	FCB		0.00		0.00	0
9=	2=	Dentsu		0.00		0.00	0
9=	2=	Isobar		0.00		0.00	0
9=	2=	GOVT		0.00		0.00	0
9=	2=	Kingdom Digital		0.00		0.00	0
9=	2=	Leo Burnett		0.00		0.00	0
9=	2=	FALCON Agency		0.00		0.00	0
9=	2=	Y&R		0.00		0.00	0
9=	2=	Columbus		0.00		0.00	0
9=	2=	LEWIS		0.00		0.00	0
9=	2=	Lion & Lion		0.00		0.00	0
9=	2=	Saatchi & Saatchi		0.00		0.00	0
						1.16	8

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Feb 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	-	M/Six	Telekom Malaysia (unifi)	0.50		0.50	1
2	-	Publicis Groupe	Campbell Soup	0.30		0.30	1
3	2	Initiative	TNB, SDAC Ford Project, Canon Marketing Malaysia	0.29		0.29	10
4=	1	Mindshare	PruBSN	0.25		0.25	1
4=	-	AdParlor	TGV Cinemas	0.25		0.25	1
6	5=	Spark Foundry	Marriott	0.23		0.23	1
7	3	Universal McCann	PruBSN, Nestle Professional Project	0.13		0.13	4
8	4	MediaCom	Bose	0.05		0.05	1
9	-	SapientRazorfish	Marriott	0.03		0.03	1
10	5=	PHD	Resorts World Sentosa Singapore	0.02		0.02	1
11=	5=	dentsu X		0.00		0.00	0
11=	5=	Columbus		0.00		0.00	0
11=	5=	DCG		0.00		0.00	0
11=	5=	Havas Media		0.00		0.00	0
11=	5=	Vizeum		0.00		0.00	0
11=	5=	OMD		0.00		0.00	0
17	14	Zenith		0.00	PruBSN	-0.05	0
18=	16	Carat		0.00	Cambert & Nuvanta	-0.08	0
18=	13	Starcom		0.00	TNB	-0.08	0
20	15	Wavemaker	Genting	0.12	Campbell Soup	-0.51	1
						1.32	23

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.