



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jan 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	24	Grey Group	Bose	0.05		0.05	1
2-	1	FCB		0.00		0.00	0
2-	2	Dentsu		0.00		0.00	0
2-	3	Ogilvy		0.00		0.00	0
2-	4	M&C Saatchi		0.00		0.00	0
2-	5	Isobar		0.00		0.00	0
2-	6	GOVT		0.00		0.00	0
2-	7	Kingdom Digital		0.00		0.00	0
2-	8=	Leo Burnett		0.00		0.00	0
2-	8=	FALCON Agency		0.00		0.00	0
2-	8=	Y&R		0.00		0.00	0
2-	8=	VML		0.00		0.00	0
2-	8=	Columbus		0.00		0.00	0
2-	13	Publicis		0.00		0.00	0
2-	14	LEWIS		0.00		0.00	0
2-	15=	Lion & Lion		0.00		0.00	0
2-	15=	Saatchi & Saatchi		0.00		0.00	0
2-	17	J Walter Thompson		0.00		0.00	0
2-	18	We Are Social		0.00		0.00	0
2-	19	McCann WorldGroup		0.00		0.00	0
						0.05	1



## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jan 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	3	Mindshare	PruBSN	0.25		0.25	1
2	2	Initiative	Marrybrown, Cambert & Nuvanta, Maybank Championship Project	0.19		0.19	6
3	7	Universal McCann	PruBSN	0.12		0.12	3
4	4	MediaCom	Bose	0.05		0.05	1
5-	5	PHD		0.00		0.00	0
5-	8	dentsu X		0.00		0.00	0
5-	9	Columbus		0.00		0.00	0
5-	10=	DCG		0.00		0.00	0
5-	12=	Havas Media		0.00		0.00	0
5-	12=	Spark Foundry		0.00		0.00	0
5-	14	Vizeum		0.00		0.00	0
5-	16	OMD		0.00		0.00	0
5-	10=	Starcom		0.00		-0.01	0
5-	15	Zenith	PruBSN	0.00		-0.05	0
5-	6	Wavemaker	Education Client	0.00		-0.07	0
5-	1	Carat	Cambert & Nuvanta	0.00		-0.08	0
						0.40	11

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.