



2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jan 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	4	BBDO	Celcom Xpax, Unilever (Lipton X Tealive) Project, Unilever (Cornetto) Project	1.50		1.5	3
2	1	FCB	Asahi, Levi's, Kronenbourg	1.10		1.1	3
3	-	Innity	TikTok	0.50		0.5	1
4	-	Accenture Interactive	Arla	0.03		0.03	1
5	-	Merkley+Partners	Performix	0.03		0.03	1
6	-	Online Circle	Barilla	0.03		0.03	1
7	23	We Are Social		0.00	Barilla	-0.0	0
						3.2	10



2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jan 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	18	Mindshare	Tesco, Hong Leong Bank, United Overseas Bank (UOB)	1.38		1.4	12
2	9	PHD	WIPRO UNZA, Singapore Airlines, Kayak.com	0.97		1.0	5
3	3	OMD	Beiersdorf	0.20		0.2	1
4	5	Zenith		0.00	United Overseas Bank (UOB)	-0.3	0
5	7	Carat		0.00	WIPRO UNZA	-0.8	0
						1.47	18

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.