

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / July 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	4	FCB	PropertyGuru Malaysia, Marriott International Project, Carlsberg Breweries' Asahi brand	3.22		3.22	10
2	5	Leo Burnett	Samsung Electronics visual display, Government Client	1.76		1.76	2
3	1	BBDO	Perodua, DJI Global	2.10		1.50	2
4	2	Dentsu	PT Santos Jaya Abadi Project	1.11		1.11	9
5	3	J Walter Thompson	FWD, Essell Project, Nestle - Project	0.96		0.96	5
6	6	Publicis	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	Campbell Soup	0.60		0.60	1
9	9	VML	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	25	McCann WorldGroup	Saito University College Project, Chemical Company of Malaysia Project, Honeywell	0.25		0.25	6
13	12	Sunway Medical	The Clan Project	0.20		0.20	1
14-	13	M&C Saatchi	Axiata Group	0.10		0.10	1
14-	14	Entropia Noir	Axiata Group Digital	0.10		0.10	1
16	15	Isobar	Government Client	0.07		0.07	4
17-	17	GOVT		0.00		0.00	0
17-	18	Kingdom Digital		0.00		0.00	0
17-	19	FALCON Agency		0.00		0.00	0
17-	20	Y&R		0.00		0.00	0
						11.66	55

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / July 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	Initiative	ASTRO, Prestariang, Marrybrown	6.08		6.08	19
2	1	Spark Foundry	Marriott, Campbell Arnott's, Homepro, Lenovo Global	0.83		0.83	4
3	2	Carat	Microsoft	1.00	Mondelez	0.67	1
4	5	PHD	HSBC, Resorts World Sentosa Singapore, Paynet	0.59		0.56	6
5	4	M/Six	Telekom Malaysia (unifi)	0.50		0.50	1
6=	7	AdParlor	TGV Cinemas	0.25		0.25	1
6=	8	Universal McCann	Giant, PruBSN, Nestle Professional Project	0.25		0.25	6
8	10	Vizeum	TimeDotCom	0.20		0.20	5
9	12=	Havas Media	Fight of champions, Saic Maxus Project, Estrella Damm Project	0.10		0.10	1
10	11	SapientRazorfish	Marriott	0.03		0.03	1
11	9	Starcom	Campbell Soup	0.30	Mars Buying	0.01	1
12=	12=	OMD	Carousell Project	0.00		0.00	1
12=	12=	Columbus		0.00		0.00	0
12=	12=	DCG		0.00		0.00	0
15	18	Zenith		0.00	PruBSN	-0.08	0
16	19	Wavemaker	Tata Motors/Commercial Vehicles, Genting	0.15	Campbell Soup	-0.19	2
17	17	Mindshare	RinggitPlus, Hong Leong Bank, HelloGold	0.46	ASTRO	-0.82	4
18	6	MediaCom	Mars, Shell, Bose	1.17	Revlon	-1.34	6
19	12=	dentsu X		0.00	Marriott	-2.40	0
						4.67	59

### 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.