



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Mar 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	9=	FCB	SASA Malaysia Project, Daekyo Malaysia Project, The Westin Desaru Coast Project	0.90		0.90	3
2	9=	J Walter Thompson	FWD, Essell Project, Nestle - Project	0.71		0.71	3
3	1	Publicis	Campbell Soup	0.60		0.60	1
4	2	Stellar Group	BankBazaar Digital	0.40		0.40	1
5	3	Ogilvy	Canon (PR)	0.30		0.30	1
6	4	Sunway Medical	The Clan Project	0.20		0.20	1
7=	5=	M&C Saatchi	Axiata Group	0.10		0.10	1
7=	5=	Entropia Noir	Axiata Group Digital	0.10		0.10	1
9	7	Grey Group	Generali	0.05		0.05	1
10	8	VML	Unifi	0.01		0.01	1
11=	9=	Dentsu		0.00		0.00	0
11=	9=	Isobar		0.00		0.00	0
11=	9=	GOVT		0.00		0.00	0
11=	9=	Kingdom Digital		0.00		0.00	0
11=	9=	Leo Burnett		0.00		0.00	0
11=	9=	FALCON Agency		0.00		0.00	0
11=	9=	Y&R		0.00		0.00	0
11=	9=	Columbus		0.00		0.00	0
11=	9=	LEWIS		0.00		0.00	0
11=	9=	Lion & Lion		0.00		0.00	0
						2.77	14



## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Mar 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	6	Spark Foundry	Marriott, Campbell Arnott's, Homepro	0.68		0.68	3
2	1	M/Six	Telekom Malaysia (unifi)	0.50		0.50	1
3	3	Initiative	Marrybrown, TNB, Cambert & Nuvanta	0.36		0.36	14
4=	4=	Mindshare	PruBSN	0.25		0.25	1
4=	4=	AdParlor	TGV Cinemas	0.25		0.25	1
6	18=	Starcom		0.30	TNB	0.22	1
7	7	Universal McCann	PruBSN, Nestle Professional Project	0.13		0.13	4
8	8	MediaCom	Bose	0.05		0.05	1
9	9	SapientRazorfish	Marriott	0.03		0.03	1
10	11=	Vizeum	TimeDotCom	0.03		0.03	1
11	10	PHD	Resorts World Sentosa Singapore	0.02		0.02	1
12=	11=	dentsu X		0.00		0.00	0
12=	11=	Columbus		0.00		0.00	0
12=	11=	DCG		0.00		0.00	0
12=	11=	Havas Media		0.00		0.00	0
12=	11=	OMD		0.00		0.00	0
17	17	Zenith		0.00	PruBSN	-0.08	0
18	18=	Carat		0.00	Cambert & Nuvanta	-0.08	0
19	20	Wavemaker	Genting	0.12	Campbell Soup	-0.21	1
						2.14	30

### 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.