



2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Mar 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 | 1 | BBDO | Celoom Xpax, Unilever (Lipton X Tealive) Project, Unilever (Cornetto) Project | 1.5 | | 1.5 | 3 |
| 2 | 2 | FCB | Asahi, Levi's, Kronenbourg | 1.1 | | 1.1 | 3 |
| 3 | 3 | VMLY&R | Logitech, Cactus, Mattel | 0.8 | | 0.8 | 10 |
| 4 | 4 | Innity | TikTok | 0.5 | | 0.5 | 1 |
| 5 | - | Dentsu | Beverage & Food Brand | 0.3 | | 0.3 | 2 |
| 6 | - | Havas Worldwide | Touch & Go E-Wallet Project | 0.3 | | 0.3 | 1 |
| 7 | - | Isobar | Bank Brand | 0.2 | | 0.2 | 2 |
| 8 | 5 | Cutwater | Smitten Ice Cream, Mdsave, Just, OneLogin | 0.1 | | 0.1 | 6 |
| 9 | 6= | Accenture Interactive | Aria | 0.0 | | 0.0 | 1 |
| 10 | 6= | Merkley+Partners | Performix | 0.0 | | 0.0 | 1 |
| 11 | 6= | Online Circle | Barilla | 0.0 | | 0.0 | 1 |
| | | | | | | 4.9 | 31 |

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Mar 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 | 1 | Mindshare | Prudential BSN Takaful Berhad Project, Prudential AOR (Digital), Tesco, Hong Leong Bank | 0.9 | | 0.9 | 8 |
| 2 | 2 | PHD | WIPRO UNZA, Singapore Airlines, Kayak.com | 0.5 | | 0.5 | 3 |
| 3 | 4 | Initiative | Health Care Brand | 0.1 | | 0.1 | 1 |
| 4 | - | Wavemaker | M&S Santan Kelapa | 0.0 | | 0.0 | 0 |
| 5 | 5 | Carat | Consumer Goods Company | 0.3 | WIPRO UNZA | -0.1 | 1 |
| 6 | 4 | Zenith | | 0.0 | United Overseas Bank (UOB) | -0.2 | 0 |
| | | | | | | 1.23 | 15 |

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.