



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Nov 2017

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	FCB	Motorola, Watsons Project, Desaru Coast Hotels & Resorts, RHB Bank,	3.45		3.45	10
2	2	Dentsu	Car Client	2.39		2.39	21
3	4	Ogilvy	Sime Darby Property Project, Tetrapak, Iclif Project,	1.31		1.31	6
4	3	M&C Saatchi	Etika - Calpis Project, D'yana	2.00	Etika - Wonda Project	1.05	2
5	7	Isobar	Finance Client	1.00		0.90	9
6	5	GOVT	MAHB Project, Future Asset Management International	0.60		0.60	2
7	6	Kingdom Digital	Laneige, Sime Darby Property Berhad	0.60		0.60	2
8-	8=	Leo Burnett	Bon Estates Project	0.50		0.50	7
8-	8=	FALCON Agency	Genki! Malaysia Digital	0.50		0.50	1
8-	8=	Y&R	Finance Client	0.50		0.50	3
8-	8=	VML	Legoland, Innisfree	0.50		0.50	2
8-	16	Columbus	Lafarge (Digital), UNIQLO Performance Marketing	0.50		0.50	2
13	12	Publicis	Telecom Project	0.45		0.45	1
14	13	LEWIS	Oppo Malaysia, Far East Hospitality	0.40		0.40	2
15-	14=	Lion & Lion	Sharp Digital	0.30		0.30	1
15-	14=	Saatchi & Saatchi	Pharm Client	0.30		0.30	2
17	17	J Walter Thompson	SDAC Project, Arahe Project	0.16		0.16	3
18	18	We Are Social	Epson SEA	0.15		0.15	1
19	19	McCann WorldGroup	Bursa Project, Malaysia Airports Project, Suntory Beverage & Food Project	0.13		0.13	3
20	20	McGarryBowen	Fidelity International	0.08		0.08	1
						13.10	76

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Nov 2017

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	Carat	IT Client	1.64	Electrolux SEM	1.55	14
2	1	Initiative	Lego, Tenaga Nasional Berhad, Segi College, Old Town White Coffee	1.54		1.54	13
3	2	Mindshare	Unilever Communications Planning, Electrolux SEA , Combipharm (Eyemo)	1.06	Kimberly-Clark	0.68	8
4	5	MediaCom	1 Pavilion, Unza Cathay Ltd Project, Uber, British Council	0.93	Property Client	0.52	6
5	4	MEC	Audemars Piguet, Electrolux SEM, Pfizer Consumer Health, Kimberly-Clark	0.56	Michelin	0.51	4
6	6	Universal McCann	Spotify, Media Prima Project, Tropicana City Property	0.31		0.31	11
7=	7=	dentsu X	Tourism Client	0.25		0.25	10
7=	7=	Columbus	Lafarge	0.25		0.25	1
9=	10=	DCG	Dremel (Bosch)	0.15		0.15	1
9=	10=	Starcom	Kraft Heinz	0.35		0.15	1
11	9	PHD	Ikano Project, Resorts World Sentosa Singapore, HP(digital), Amore Pacific	0.18	Unilever Communications Planning	0.13	5
12	12	Vizeum	Luxury Client	0.12	Ikano Project	0.11	6
13=	13	Havas Media	Emirates, Michelin, Citibank	0.21	Schneider Electric Digital	0.10	3
13=	15=	Spark Foundry		0.10		0.10	1
15	15=	Zenith		0.00		0.00	0
16	14	OMD	York Sales & Service Sdn Bhd, Khazanah Project	0.43	Audemars Piguet	-1.00	5
						5.34	89

### 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.