

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Oct 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	1	FCB	PropertyGuru, UEM Sunrise, Marriot International group, SASA Malaysia Project	5.62		5.62	14
2	2	Leo Burnett	Government Client	1.76		1.76	2
3	3	BBDO	Perodua, DJI Global	2.10		1.50	2
4	5	J Walter Thompson	Dupont-Coteva, Edgewell, MeadJohnson, FWD, Essell Project	1.36		1.36	14
5	4	Dentsu	PT Santos Jaya Abadi Project	1.11		1.11	9
6	6	Publicis	Genting Cruise Lines Project, 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	VMLY&R	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	12	McCann WorldGroup		0.25		0.25	6
13	13	Sunway Medical	The Clan Project	0.20		0.20	1
14=	14=	M&C Saatchi	Axiata Group	0.10		0.10	1
14=	14=	Entropia Noir	Axiata Group Digital	0.10		0.10	1
16	16	Isobar	Government Client	0.07		0.07	4
17=	17=	GOVT		0.00		0.00	0
17=	17=	Kingdom Digital		0.00		0.00	0
17=	17=	FALCON Agency		0.00		0.00	0
17=	21	Columbus		0.00		0.00	0
						14.52	69

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Oct 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	1	Initiative	Carlsberg, ASTRO, Dish TV India, Emina Cheese	6.09		6.09	20
2	2	Spark Foundry	Mondelez, Marriott, Campbell Arnott's	1.12		1.12	5
3	3	Universal McCann	Old Town Coffee, Wilson Communication Project, Nestle	0.88		0.88	7
4	4	Zenith	Ralph Lauren, Huawei (Performics) Project, Northern Territory Tourism Board (Performics), Coty	0.88	Magicbricks Digital	0.72	3
5	5	M/Six	Telekom Malaysia (unifi)	0.50		0.50	1
6	6	Carat	Microsoft	1.00	Mondelez	0.39	1
7	8	Havas Media	Puma, Saic Maxus Project, Estrella Damm Project	0.36	ARLO	0.36	4
8	7	PHD	HSBC, Resorts World Sentosa Singapore, Paynet	0.59		0.31	6
9	16	OMD	Daimler, RuMa Project, Ubet AOR, Singtel	0.41	Intel	0.26	5
10	9	AdParlor	TGV Cinemas	0.25		0.25	1
11	10	Vizeum	TimeDotCom	0.20	Huawei	0.20	5
12	11	Wavemaker	Pos Ad (Shopper 360 Limited), MCT Berhad, Esprit, MELCO/City of Dreams, UNICEF	0.47	Sentosa Development Corporation	0.11	5
13	12	SapientRazorfish	Marriott	0.03		0.03	1
14=	14=	Columbus		0.00		0.00	0
14=	14=	DCG		0.00		0.00	0
16	13	Starcom	Far EastOne Telecommunications, Campbell Soup	0.30	General Mills	-0.31	1
17	17	MediaCom	Alibaba Group, Mars, Shell	2.05	Coty	-0.46	8
18	18	Mindshare	General Mills, Hong Kong Airport Authority, Focus Entertainment, Mondelez	0.99	MELCO/City of Dreams	-1.79	6
19	19	dentsu X		0.00	Marriott	-2.40	0
						6.27	79

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.