

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Sep 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,	3.40		3.40	9
2	19	Dentsu	Car Client	2.27		2.27	17
3	2	M&C Saatchi	Etika - Calpis Project, D'yana	2.00	Etika - Wonda Project	1.05	2
4	3	Ogilvy	Sime Darby Property Project, Tetrapak, Iclif Project,	1.01		1.01	5
5=	4=	GOVT	MAHB Project, Future Asset Management International	0.60		0.60	2
5=	4=	Kingdom Digital	Laneige, Sime Darby Property Berhad	0.60		0.60	2
7	16=	Isobar	Finance Client	0.61		0.51	6
8=	6=	Leo Burnett	Bon Estates Project	0.50		0.50	7
8=	6=	FALCON Agency	Genki! Malaysia Digital	0.50		0.50	1
8=	6=	Y&R	Finance Client	0.50		0.50	3
8=	6=	VML	Legoland, Innisfree	0.50		0.50	2
12	10	Publicis	Telecom Project	0.45		0.45	1
13	11	LEWIS	Oppo Malaysia, Far East Hospitality	0.40		0.40	2
14=	12=	Lion & Lion	Sharp Digital	0.30		0.30	1
14=	12=	Saatchi & Saatchi	Pharm Client	0.30		0.30	2
16	14	Columbus	Lafarge (Digital)	0.20		0.20	1
17	15	J Walter Thompson	SDAC Project, Arahe Project	0.16		0.16	3
18	16=	We Are Social	Epson SEA	0.15		0.15	1
19	18	McCann WorldGroup	Bursa Project, Malaysia Airports Project, Suntory Beverage & Food Project	0.13		0.13	3
20	20	McGarryBowen		0.08		0.08	1
						13.61	71

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Sep 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	Initiative	Tenaga Nasional Berhad, Segi College, Old Town White Coffee	0.99		0.99	11
2	1	Mindshare	Electrolux SEA , Combiphar (Eyemo), Themed Attractions Resorts & Hotels	1.01	Kimberly-Clark	0.63	7
3	2	Carat	IT Client	0.64	Electrolux SEM	0.60	13
4	5	MediaCom	1 Pavilion, Unza Cathay Ltd Project, Uber, British Council	0.90	Property Client	0.49	5
5	4	Wavemaker	Electrolux SEM, Pfizer Consumer Health, Kimberly-Clark	0.51	Michelin	0.46	3
6	6	Universal McCann	Spotify, Media Prima Project, Tropicana City Property	0.31		0.31	11
7	7	Columbus	Lafarge	0.25		0.25	1
8	8	dentsu X	Tourism Client	0.24		0.24	9
9	9	PHD	Ikano Project, Resorts World Sentosa Singapore, HP(digital), Amore Pacific	0.18		0.18	5
10=	10=	DCG	Dremel (Bosch)	0.15		0.15	1
10=	10=	Starcom	Kraft Heinz	0.35		0.15	1
12	16	Havas Media	Emirates, Michelin,Citibank	0.21	Schneider Electric Digital	0.10	3
13	12	OMD	York Sales & Service Sdn Bhd, Khazanah Project	0.43	Kraft Heinz	0.05	5
14	13	Vizeum	Luxury Client	0.05	Ikano Project	0.05	5
15=	14=	Spark Foundry		0.00		0.00	0
15=	14=	Zenith		0.00		0.00	0
						4.64	80

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.