

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Nov 2015

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	Publicis	Sunway Properties, Reckitt Benckiser Project, EON -JEEP	1.83		1.83	13
2	2	M&C Saatchi	Yonder, Malaysia Airlines, PLUS	1.52		1.52	7
3	3	Dentsu	Honda, Goodday Milk, UMWT Project, Calpis Launch	1.31		1.31	18
4	4	DDB	Revive, Panasonic Beauty	0.83		0.83	2
5	5	Leo Burnett	Anytime Fitness Project, Emotional Intelligence Quotient Spirits Project	1.70	BMW Digital	0.70	15
6	6	Y&R	Finance Client	0.68		0.68	2
7	7	Mullen Lowe	Ekuias Project	0.71	Finance Client	0.33	6
8	8	McCann WorldGroup	Nippon Paint Project, SCA Project, Permanis Project	0.25		0.25	7
9	10	TBWA	Tohtonku(Nanowhite)	0.13		0.13	5
10	9	J Walter Thompson	Celcom Planet Project	0.39	Carlsberg Project	0.07	2
11-	11=	Ogilvy	Selangor Property Project	0.01		0.01	1
11-	11=	Saatchi & Saatchi		0.00		0.00	0
11-	11=	Grey Group		0.00		0.00	0
11-	11=	BBH		0.00		0.00	0
11-	11=	FCB		0.00		0.00	0
11-	11=	Bates		0.00		0.00	0
11-	11=	BBDO		0.00		0.00	0
11-	11=	Havas Worldwide		0.00		0.00	0
						7.64	78

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Nov 2015

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	Maxis, Alba Project	4.01		4.01	2
2	2	Carat	Alpecin, BASF	1.99		1.99	14
3	3	Universal McCann	Malaysia Airlines, DKSH, Sime Darby, RHB Project	2.12	Bank Rakyat	1.97	28
4	4	Starcom MediaVest	Kalbe, Courts Mammoth, AirAsia(SEM)	2.23	FMCG Client	1.73	5
5	6	OMD	Google, Beiersdorf, Luxottica/Ray-Ban, L&S Cosmetics	1.42		1.42	9
6	5	PHD	SC Johnson(buying), Unilever(Search), Ikano	1.56	Ikea	1.38	5
7	7	Vizeum	BioConnexion, Ikea, Altel Communications(digital), MDeC, Merck	1.00		1.00	20
8	8	ZenithOptimedia	York Aircon	0.33	The Hour Glass	0.31	2
9	9	MEC	XOX, Citiscap Malaysia, LINE APP, M101, General Mills	0.30		0.30	6
10	10	MediaCom	Maybank, Kupu Kupu, MunchWorld Marketing, AEON	0.57	Communication Client	0.27	7
11	11	Dentsu Media	Sharp Project, Glico, Bushiroad Project, Mah Sing	0.14	Pavilion Shopping Centre	0.13	8
12	12	Havas Media		0.00		0.00	0
13	13	Maxus		0.00	SC Johnson(buying)	-0.95	0
14	14	Mindshare	Digi, Unilever, Packet One Networks, F&N Interflavine, Pizza Hut	2.75		-1.25	6
						12.29	112

METHODOLOGY

The R3 New Business League has been compiled each of the last 159 months using data supplied by 26 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 for clients across the region.

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