

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Oct 2016

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	Leo Burnett	NidaRoom Project, Lazada Project	2.47		2.46	13
2	1	FCB	Sunsweet Asia Pacific, Acer, OCBC, Lam Soon Project	2.20		2.20	7
3	2	McCann WorldGroup	Celcom, 11street, 3M Project, Nestle Project, Mitsubishi Project	2.06		1.69	11
4	4	Ogilvy	Columbia Asia Healthcare, Huawei Technologies, Heineken Project	1.19		1.19	11
5	5	BBDO	MetLife, Guardian Health And Beauty	1.30	U Mobile	0.93	2
6	6	M&C Saatchi	PRIMA, Malaysia Airports Project, Celcom, Naza TTDI Project, Imperial Project	0.66		0.66	6
7	7	TBWA	U Mobile, Abbott Laboratories	0.64		0.64	5
8	8	Y&R	Sony Pictures(Social), Malaysia Milk(Social)	0.53		0.53	4
9	9	Geometry	Audi, GSK (Shopper marketing)	0.50		0.50	2
10=	10	Dentsu	FMCG Client	0.47		0.47	7
10=	14	Publicis	Manulife Insurance Berhad Project	0.47		0.47	2
12	11	Grey Group	GSK	0.40		0.40	1
13=	13	Saatchi & Saatchi	GSK, BMW MINI, Measat Broadcasting Network Systems Project	0.30		0.30	5
13=	12	Cheil	Property Client	0.30		0.30	1
15=	15=	DDB		0.00		0.00	0
15=	15=	J Walter Thompson		0.00		0.00	0
15=	15=	Mullen Lowe		0.00		0.00	0
15=	15=	BBH		0.00		0.00	0
15=	15=	Havas Worldwide		0.00		0.00	0
						<b>12.73</b>	<b>77</b>

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Oct 2016

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	Anchor Beer Project, Suntory Cerebos, Zurich Takaful, CIMB Project	1.81		1.81	8
2-	2=	Mindshare	Nippon Paint, Malaysia Airlines	1.45		1.45	3
2-	2=	PHD	Volkswagen	1.50	Real Estate Client	1.41	1
4	4	OMD	Beko Appliances, Mayshowa, Home Direct Shopping	1.34	Tourism Australia	1.24	10
5	5	Havas Media	Sangam Communications, Lenovo SEA	0.55		0.55	4
6	6	Vizeum	Electronic Client	0.46		0.46	5
7	7	Carat	Captain Oats, Southern Lion, Lucenxia	0.56	BMW	0.26	5
8	9	Dentsu Media	Japan National Tourism Organisation	0.22		0.22	6
9	8	Starcom	Coway Malaysia, AIA, 11th St	1.04	Suntory Cerebos	0.15	3
10	10	Maxus	Taylor's International School	0.01		-0.01	1
11	11	MediaCom	Celcom, Sony Mobile, Sony Electronics	1.45	Volkswagen	-0.21	3
12	12	Zenith	OCBC Bank, Petronas, BMW, H&M, Manulife	1.69	Celcom	-0.54	10
13	13	MEC		0.00	Sony Electronics	-0.61	0
14	14	Universal McCann	Acer, Zurich Takaful, FitBit, Nestle e-Commerce Project	0.28	Southern Lion	-1.17	6
						5.00	65

### 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.