

## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / July 2019

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	Aquos (Sharp), RHB Bank, Education Malaysia	2.6		2.60	13
2	16	Leo Burnett	Telecom Client	2.6		2.33	1
3	2	BBDO	Celcom Xpax, Unilever (Lipton X Tealive) Project, Unilever (Cornetto) Project	1.5		1.50	3
4	7	DDB	PlayStation, Touch 'n Go Digital, PayNet Project, Samsonite	1.5		1.45	9
5	3	VMLY&R	Logitech, Cactus, Mattel	0.8		0.82	10
6	4	Dentsu	Beverage & Food Brand	0.8		0.82	6
7	5	Innity	TikTok	0.5		0.50	1
8	-	Vintedge	LIHO Social	0.5		0.50	1
9	6	Havas Worldwide	Touch & Go E-Wallet Project	0.3		0.30	1
10	8	Publicis	Petronas BTL Project	0.2		0.24	1
11	9	Isobar	Bank Brand	0.2		0.23	3
12	10	Ogilvy	CIMB Project, Kimberly Clark	0.2		0.19	3
13	11	Anomaly	Johnnie Walker	0.1		0.12	1
14	12	Accenture Interactive	Arla	0.0		0.03	1
15	13	Merkley+Partners	Performix	0.0		0.03	1
16	14	Online Circle	Barilla	0.0		0.03	1
						10.8	56

## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / July 2019

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	Mindshare	Prudential BSN Takaful Berhad Project, Prudential AOR (Digital), Tesco, Hong Leong Bank	1.3		1.3	12
2	2	Wavemaker	M&S Santan Kelapa	0.6		0.6	2
3	3	PHD	Schneider Electric, Foodpanda, WIPRO UNZA, Singapore Airlines, Kayak.com	0.6		0.6	5
4	4	MediaCom	PlayStation, Fujifilm Holdings Corporation, realme	0.5		0.5	9
5	5	Initiative	Health Care Brand	0.1		0.1	1
6	-	denstu X	Car Client	0.01		0.0	2
7	6	Vizeum		0.0	Media company	-0.1	0
8	7	Zenith		0.0	United Overseas Bank (UOB)	-0.2	0
9	8	Carat	Consumer Goods Company	0.3	WIPRO UNZA	-0.4	1
						2.3	32

### 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.