



2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Oct 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 | PERKESO Project, DARLIE, Aquos (Sharp), RHB Bank, Education Malaysia | 3.4 | | 3.40 | 16 |
| 2 | 2 | Leo Burnett | Telecom Client | 2.6 | | 2.33 | 1 |
| 3 | 3 | DDB | Dairy Farm, PlayStation, PayNet Project, Samsonite | 2.1 | | 2.05 | 10 |
| 4 | 7 | Ogilvy | Dairy Farm, Mondelez, CIMB Project, Kimberly Clark | 1.9 | | 1.89 | 6 |
| 5 | 4 | BBDO | Celcom Xpax, Unilever (Lipton X Tealive) Project, Unilever (Cornetto) Project | 1.5 | | 1.50 | 3 |
| 6 | 5 | Dentsu | Beverage & Food Brand | 1.0 | | 1.01 | 9 |
| 7 | 6 | VMLY&R | Logitech, Cactus, Mattel | 0.8 | | 0.82 | 10 |
| 8 | 8 | Havas Worldwide | Touch & Go E-Wallet Project | 0.7 | | 0.70 | 2 |
| 9 | 9= | Innity | TikTok | 0.5 | | 0.50 | 1 |
| 10 | 9= | Vintedge | LIHO Social | 0.5 | | 0.50 | 1 |
| 11 | 12 | Publicis | Petronas BTL Project | 0.2 | | 0.24 | 1 |
| 12 | 13 | Isobar | Bank Brand | 0.2 | | 0.23 | 3 |
| 13 | 20 | MullenLowe Group | Bayer OTC brands | 0.2 | | 0.20 | 1 |
| 14 | 14 | Anomaly | Johnnie Walker | 0.1 | | 0.12 | 1 |
| 15 | 11 | Wunderman Thompson | Dominos Pizza | 0.3 | | 0.06 | 2 |
| 16= | 15= | Merkley+Partners | Performix | 0.0 | | 0.03 | 1 |
| 16= | 15= | Online Circle | Barilla | 0.0 | | 0.03 | 1 |
| | | | | | | 14.8 | 69 |

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Oct 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 | Starcom | Maxis | 2.6 | Dairy Farm | 2.3 | 2 |
| 2 | 2 | Mindshare | Friesland Campina, Prudential AOR (Digital), Tesco, Hong Leong Bank | 2.4 | Telecom Client | 1.4 | 16 |
| 3 | 3 | Universal McCann | Telecom Client | 1.0 | | 1.0 | 2 |
| 4 | 4 | Zenith | The Walt Disney Company | 1.0 | United Overseas Bank (UOB) | 0.8 | 1 |
| 5 | 5 | OMD | FMCG | 0.6 | | 0.6 | 2 |
| 6 | 6 | MediaCom | PlayStation, Fujifilm Holdings Corporation, realme | 0.50 | | 0.5 | 9 |
| 7 | 7 | PHD | Schneider Electric, Foodpanda, WIPRO UNZA, Singapore Airlines, Kayak.com | 0.6 | | 0.5 | 5 |
| 8 | 8 | denstu X | Car Client | 0.0 | | 0.0 | 2 |
| 9 | 9 | Havas Media | Tripadvisor | 0.1 | AXA | -0.1 | 1 |
| 10 | 10 | Vizeum | | 0.00 | Media company | -0.1 | 0 |
| 11 | 11 | Wavemaker | M&S Santan Kelapa | 0.8 | Friesland Campina | -0.8 | 3 |
| 12 | 12 | Carat | Vodafone | 0.8 | WIPRO UNZA | -0.9 | 2 |
| 13 | 13 | Initiative | Health Care Brand | 0.1 | Maxis | -2.5 | 1 |
| | | | | | | 2.7 | 43 |

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.