

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jan 2020

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	5	Ogilvy	Jotun Malaysia Project, Nestle Malaysia Project	0.8		0.77	3
2	14	VMLY&R	Hong Leong Assurance	0.3		0.25	1
3	7	BBDO	Restaurant Client	0.1		0.07	2
						1.1	6

1



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jan 2020

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	7	PHD	Warner Bros Pictures Group	0.3		0.3	2
2	3	Universal McCann	Emirates Airlines	0.2		0.2	1
3	2	Mindshare	FMCG Client	0.1		0.1	1
4	6	MediaCom	Hasbro	0.0		0.0	1
5	19	Initiative	King Living	0.0		0.0	1
6	5	OMD		0.00	Hasbro	-0.0	0
7	16	Havas Media		0.0	Emirates Airlines	-0.2	0
						0.4	6

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.co 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 R0I.