2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Mar 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	1	Ogilvy	Jotun Malaysia Project , Nestle Malaysia Project, Hong Kong Tourism Board	1.1		1.07	4
2	2	VMLY&R	BBK Electronics Project, Hong Leong Assurance, Intel	0.8		0.76	3
3	3	Leo Burnett	FMCG Client	0.2		0.20	1
4	10	Wunderman Thompson	HSBC	0.2		0.20	1
5	6	FCB	Berjaya Sompo Project	0.2		0.15	1
6	8	Publicis	Sanofi	0.1		0.13	1
7	4	BBDO	Unilever Project	0.1		0.09	3
8	9	Dentsu	Real Estate Client	0.2		0.03	4
						2.6	19

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Mar 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	16	dentsu X	IT Client	1.3	INOVA	1.3	4
2	1	PHD	Warner Bros Pictures Group, Diageo	0.8		0.8	3
3	4	Universal McCann	Emirates Airlines, Safi, Seek Asia - Job Street Project	0.3		0.3	3
4	2	Mindshare	Kimberly Clark	0.2		0.2	2
5	3	MediaCom	Hasbro, SK Magic	0.2		0.2	2
6	5	Initiative	King Living	0.00		0.0	1
7	6	OMD	INOVA, Public Bank Berhard	0.1	SK Magic	-0.1	2
8	7	Havas Media		0.0	Emirates Airlines	-0.2	0
9	9	Carat		0.0	Diageo	-0.5	0
						2.0	17