



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Apr 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	dentsu X	IT Client	1.3	INOVA	1.3	4
2	2	PHD	Warner Bros Pictures Group, Diageo, Bonus Link	0.9		0.9	4
3	4	Mindshare	Kimberly Clark, Awesome TV, PruBSN, BP Castrol Activation	0.5		0.5	7
4	3	Universal McCann	Emirates Airlines, Safi, Seek Asia - Job Street Project	0.3		0.3	3
5	5	MediaCom	Hasbro, SK Magic	0.2		0.2	2
6	6	Initiative	King Living	0.00		0.0	1
7	7	OMD	INOVA, Public Bank Berhard	0.1	SK Magic	-0.1	2
8	8	Havas Media		0.0	Emirates Airlines	-0.2	0
9	9	Carat		0.0	Diageo	-0.5	0
						2.4	23

DISCLAIMER

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.