

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

## Malaysia / May 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	VMLY&R	Fraser & Neave, Telekom Malaysia, SEEK Asia Project , BBK Electronics Project	1.3		1.28	6
2	2	Ogilvy	Jotun Malaysia Project, Nestle Malaysia Project, Hong Kong Tourism Board	1.1		1.07	4
3	3	FCB	Berjaya Sompo Project, SP Setia Project	0.7		0.65	3
4	4	Leo Burnett	FMCG Client	0.2		0.20	1
5	5	Wunderman Thompson	HSBC	0.2		0.20	1
6	6	Publicis	Sanofi	0.2		0.16	3
7	7	BBDO	Unilever Project	0.1		0.09	3
8	8	DDB	Sunsilk, Wonda Coffee Project	0.1		0.06	3
9	8	Dentsu	Real Estate Client	0.2		0.03	4

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2020(Jan-May)	3.7	28
2019(Jan-May)	5.4	37
YoY Comparison:	-31.4%	-24.3%



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

## Malaysia / May 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	3	Mindshare	Kimberly Clark, Awesome TV, PruBSN, BP Castrol Activation	1.4		1.4	8
2	1	dentsu X	IT Client	1.3	INOVA	1.3	4
3	2	PHD	Warner Bros Pictures Group, Diageo, Bonus Link	0.9		0.9	5
4	4	Universal McCann	Energizer, Emirates Airlines, Safi, Seek Asia - Job Street Project	0.7		0.7	5
5	6	Initiative	King Living	0.0		0.0	1
6	7	Wavemaker	Huawei Project	0.04	Energizer	-0.1	2
7	8	OMD	INOVA, Public Bank Berhard	0.1	SK Magic	-0.1	2
8	9	Havas Media		0.0	Emirates Airlines	-0.2	0
9	10	Carat		0.0	Diageo	-0.5	0
10	11	MediaCom	Hasbro, SK Magic	0.22	Telecom Client	-0.7	2

2020(Jan-May)	2.8	29
2019(Jan-May)	2.0	21
YoY Comparison:	38.8%	38.1%

2020 Creative & Media (Jan-May)	6.5	57
2019 Creative & Media (Jan-May)	7.4	58
YoY Comparison:	-12.1%	-1.7%

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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.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. se write to greg@rthree.com