



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

