

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / June 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	Mindshare	Kimberly Clark, Awesome TV, PruBSN, BP Castrol Activation	1.6		1.6	9
2	2	dentsu X	Fumakilla Malaysia Project	1.3	INOVA	1.3	6
3	3	PHD	Unicef Project, Warner Bros Pictures Group, Diageo, Bonus Link	0.9		0.9	7
4	4	Universal McCann	Energizer, Emirates Airlines, Safi, Seek Asia - Job Street Project	0.7		0.7	5
5	9	OMD	Danone, A Menarini Project, INOVA, Public Bank Berhard	0.5	SK Magic	0.3	4
6	6	Vizeum	Amway	0.02		0.0	1
7	5	Initiative	King Living	0.0		0.0	1
8	7	Havas Media		0.0	Emirates Airlines	-0.2	0
9	8	Wavemaker	Huawei Project	0.04	Energizer	-0.5	2
10	10	Carat	Tapestry	0.0	Diageo	-0.5	1
11	11	MediaCom	Hasbro, SK Magic, Kaspersky, BAT, Cancer Research Malaysia	0.3	Telecom Client	-0.6	5

2020(Jan-May)	3.1	41
2019(Jan-May)	2.0	23
YoY Comparison:	54.9%	78.3%

2020 Creative & Media (Jan-May)	10.0	80
2019 Creative & Media (Jan-May)	7.8	66
YoY Comparison:	28.2%	21.2%

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.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.