

## 2020 CREATIVE 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	2	Ogilvy	Costa Coffee, Jotun Malaysia Project, Nestle Malaysia Project	2.1		2.12	6
2	9	Isobar	Finance Client	1.5		1.49	2
3	1	VMLY&R	Fraser & Neave, Telekom Malaysia, SEEK Asia Project , BBK Electronics Project	1.3		130	7
4	3	FCB	Berjaya Sompo Project, SP Setia Project	0.7		0.65	3
5	20	Saatchi & Saatchi	Pharma Client	0.4		0.43	2
6	4	Leo Burnett	FMCG Client	0.3		0.33	3
7	5	Wunderman Thompson	HSBC	0.2		0.20	1
8	6	Publicis	Sanofi	0.2		0.20	5
9	7	BBDO	Unilever Project	0.1		0.09	3
10	8	DDB	Sunsilk, Wonda Coffee Project	0.1		0.06	3
					2020(Jan-May)	6.8	39
					2019(Jan-May)	5.8	43
					YoY Comparison:	18.8%	-9.3%

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## 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.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.