

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Aug 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	Ogilvy	Wyeth Malaysia, Inti University & Colleges Project, Kimberly-Clark	2.2		2.22	9
2	2	Isobar	Finance Client	1.5		1.49	2
3	3	VMLY&R	Vivo Project, Fraser & Neave, Telekom Malaysia, SEEK Asia Project	1.3		1.33	8
4	4	FCB	Berjaya Sompo Project, SP Setia Project	0.7		0.65	3
5	5	Saatchi & Saatchi	Pharma Client	0.4		0.43	2
6	6	Leo Burnett	FMCG Client	0.4		0.36	4
7	7	Publicis	Sanofi	0.4		0.35	6
8	10	DDB	Sunsilk, Wonda Coffee Project	0.3		0.28	7
9	8	Wunderman Thompson	HSBC	0.2		0.20	1
10	9	BBDO	Unilever Project	0.1		0.06	3

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2020(Jan-Aug)	7.3	49
2019(Jan-Aug)	11.9	60
YoY Comparison:	-38.3%	-18.3%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Aug 2020

RANK THIS Month	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD Sm)	No.of Wins
1	1	Mindshare	Oppo, Unilever Foods (Horlicks), Continental Tyres	2.3		2.3	12
2	2	dentsu X	Fumakilla Malaysia Project	1.3	INOVA	1.3	6
3	3	Universal McCann	Lazada, Energizer, Emirates Airlines, Safi, Seek Asia - Job Street Project	1.1		1.1	6
4	4	PHD	MyNews, Unicef Project, Warner Bros Pictures Group, Diageo, Bonus Link	1.0		1.0	8
5	5	OMD	Danone, Boehringer Ingelheim, A Menarini Project, INOVA, Public Bank Berhard	0.9	SK Magic	0.6	6
6	6	Zenith	Disney+	0.25		0.3	1
7	7	Initiative	King Living	0.2		0.2	2
8	8	Havas Media	Tommy Hilfiger	0.0	Emirates Airlines	-0.1	1
9	9	Vizeum	Amway	0.02	Lazada	-0.4	1
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
12	12	Wavemaker	AXA Affin, Huawei Project, Hong Leong Assurance, UNITAR International University	0.1	Energizer	-0.8	5

2020(Jan-Aug)	4.4	54
2019(Jan-Aug)	2.6	36
YoY Comparison:	70.3%	50.0%

2020 Creative & Media (Jan-Aug)	11.7	103
2019 Creative & Media (Jan-Aug)	14.5	96
YoY Comparison:	-19.1%	7.3%

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METHODOLOGY The RS 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, Nielisen 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.c 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.