R3 WORLDWIDE

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / July 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	Costa Coffee, Jotun Malaysia Project , Nestle Malaysia Project	2.1		2.12	6
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	8	Publicis	Sanofi	0.4		0.35	6
8	7	Wunderman Thompson	HSBC	0.2		0.20	1
9	9	BBDO	Unilever Project	0.1		0.09	3
10	10	DDB	Sunsilk, Wonda Coffee Project	0.1		0.06	3

2020(Jan-May)	7.1	42
2019(Jan-May)	10.8	56
YoY Comparison:	-34.9%	-25.0%

R3 WORLDWIDE

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / July 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	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	4	Universal McCann	Lazada, Energizer, Emirates Airlines, Safi, Seek Asia - Job Street Project	1.1		1.1	6
4	3	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	7	Zenith	Disney+	0.25		0.3	1
7	8	Initiative	King Living	0.0		0.0	1
8	9	Havas Media		0.0	Emirates Airlines	-0.2	0
9	6	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	Huawei Project, Hong Leong Assurance, UNITAR International University	0.1	Energizer	-0.8	4

2020(Jan-May)	4.2	51
2019(Jan-May)	2.3	32
YoY Comparison:	78.6%	59.4%

2020 Creative & Media (Jan-May)	11.2	93
2019 Creative & Media (Jan-May)	13.2	88
YoY Comparison:	-14.8%	5.7%

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.