



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Sep 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		2.23	10
2	2	Isobar	Finance Client	1.5		1.49	2
3	3	VMLY&R	Tesco Project, Tohtonku Project, Vivo Project, Fraser & Neave	1.4		1.43	10
4	4	FCB	Desaru Coast, Perkeso, MISC, Berjaya Sompoo Project, SP Setia Project	1.2		1.15	8
5	5	Saatchi & Saatchi	Pharma Client	0.4		0.43	2
6	6	Leo Burnett	FMCG Client	0.4		0.36	4
7	8	DDB	Sunsilk, Wonda Coffee Project	0.4		0.36	8
8	7	Publicis	Sanofi	0.4		0.35	6
9	30	Grey Group	Telkom Malaysia	0.3		0.31	4
10	9	Wunderman Thompson	HSBC	0.2		0.20	1
11	10	BBDO	Unilever Project	0.1		0.06	3
12	15	MullenLowe Group	Texas Chicken	0.0		0.03	1
13	34	Dentsu	UMW Toyota Motor Project	0.2		0.01	8

2020(Jan-Sep)	8.4	67
2019(Jan-Sep)	13.6	66
YoY Comparison:	-38.3%	1.5%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Sep 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, Honda Malaysia Project	1.6	INOVA	1.6	8
3	4	PHD	Boustead, Greenpeace, MyNews, Unicef Project, Warner Bros Pictures Group	1.2		1.2	11
4	3	Universal McCann	Lazada, Energizer, Emirates Airlines, Safi, Seek Asia - Job Street Project	1.1		1.1	6
5	5	OMD	Danone, Boehringer Ingelheim, A Menarini Project, INOVA, Public Bank Berhard	0.9	SK Magic	0.6	6
6	7	Initiative	King Living	0.30		0.3	3
7	6	Zenith	Disney+	0.3		0.3	1
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	0.1	Diageo	-0.4	3
11	11	MediaCom	Hasbro, SK Magic, Kaspersky, BAT, Cancer Research Malaysia, Uber	0.4	Telecom Client	-0.5	6
12	12	Wavemaker	AXA Affin, Huawei Project, Hong Leong Assurance, UNITAR International University	0.1	Energizer	-0.8	5

2020(Jan-Sep)	5.2	63
2019(Jan-Sep)	2.7	43
YoY Comparison:	89.3%	46.5%

2020 Creative & Media (Jan-Sep)	13.6	130
2019 Creative & Media (Jan-Sep)	16.3	109
YoY Comparison:	-17.0%	19.3%

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.