R3 WORLDWIDE

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Nov 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	Nestlé -Milo, Mondelez Project, SK Magic, P&G Project	3.1		3.11	15
2	4	FCB	RHB Bank Retail Project, Tefal Project, BioLife Project	1.5		1.50	11
3	2	Isobar	Finance Client	1.5		1.49	2
4	3	VMLY&R	Panasonic Project, Tesco Project, Tohtonku Project, Vivo Project, Fraser & Neave	1.4		1.43	11
5	9	Publicis	Sanofi, Visa Production	0.7		0.65	7
6	5	Saatchi & Saatchi	Pharma Client	0.4		0.43	2
7	6	Leo Burnett	FMCG Client	0.4		0.36	4
8	7	DDB	Sunsilk, Wonda Coffee Project	0.4		0.36	8
9	8	Grey Group	Telkom Malaysia, MIDF Project	0.4		0.36	5
10	10	Wunderman Thompson	HSBC	0.2		0.20	1
11	11	BBDO	Unilever Project	0.1		0.06	3
12	12	MullenLowe Group	Texas Chicken	0.0		0.03	1
13	13	Dentsu	UMW Toyota Motor Project	0.2		0.01	8

2020(Jan-Nov)	10.0	78
2019(Jan-Nov)	17.7	76
YoY Comparison:	-43.6%	2.6%

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2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Nov 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	2.7		2.7	15
2	2	dentsu X	Fumakilla Malaysia Project, Honda Malaysia Project	1.6	INOVA	1.6	8
3	3	PHD	Boustead, Greenpeace, MyNews, Unicef Project, Warner Bros Pictures Group	1.2		1.2	11
4	4	Universal McCann	Lazada, Energizer, Emirates Airlines, Safi, Seek Asia - Job Street Project	1.1		1.1	6
5	5	OMD	McDonald's, Danone, Boehringer Ingelheim, A Menarini Project, INOVA, Public Bank Berhard	1.1	SK Magic	0.9	7
6	6	Initiative	King Living	0.30		0.3	3
7	7	Zenith	Disney+	0.3		0.3	1
8	8	Havas Media	Tommy Hilfiger	0.0	Emirates Airlines	-0.1	1
9	9	MediaCom	Hasbro, SK Magic, Kaspersky, BAT, Cancer Research Malaysia, Uber	0.69	Telecom Client	-0.2	8
10	10	Vizeum	Amway	0.0	Lazada	-0.4	1
11	11	Carat	Tapestry	0.1	Diageo	-0.4	3
12	12	Wavemaker	Philips, AXA Affin, Huawei Project, Hong Leong Assurance, UNITAR International University	0.2	Energizer	-0.7	6

2020(Jan-Nov)	6.2	70
2019(Jan-Nov)	4.1	50
YoY Comparison:	51.7%	40.0%

2020 Creative & Media (Jan-Nov)	16.2	148
2019 Creative & Media (Jan-Nov)	21.8	126
YoY Comparison:	-25.7%	17.5%