



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Feb 2021

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	Tune Talk, Bank CIMB Niaga, Unilever (Foods & refreshment) - Horlicks	0.3		0.3	5	
2	2	Wavemaker	OCBC Bank	0.0		0.0	1	
3	-	Spark Foundry	Automotive Client	0.0		0.0	1	
4	3	Universal McCann	TRX Lifestyle Quarter Project	0.0		0.0	1	
						<b>2020(Jan-Feb)</b>	<b>0.3</b>	<b>8</b>
						<b>2019(Jan-Feb)</b>	<b>0.6</b>	<b>12</b>
						<b>YoY Comparison:</b>	<b>-44.8%</b>	<b>-33.3%</b>
						<b>2020 Creative &amp; Media (Jan-Feb)</b>	<b>3.3</b>	<b>17</b>
						<b>2019 Creative &amp; Media (Jan-Feb)</b>	<b>2.7</b>	<b>22</b>
						<b>YoY Comparison:</b>	<b>20.4%</b>	<b>-22.7%</b>

**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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.