

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jan 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	4	VMLY&R	Media Company	1.0		1.00	1
2	1	Ogilvy	Dairy Farm, Nippon Paint	0.4		0.38	2
					2020(Jan-Dec)	1.4	3
					2019(Jan-Dec)	1.1	6
					YoY Comparison:	26.1%	-50.0%

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2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jan 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	0.2		0.2	4
2	12	Wavemaker	OCBC Bank	0.0		0.0	1
3	4	Universal McCann	TRX Lifesytle Quarter Project	0.0		0.0	1
					2020(Jan-Dec)	0.3	6
					2019(Jan-Dec)	0.4	6
					YoY Comparison:	-27.0%	0.0%
				:	2020 Creative & Media (Jan-Dec)	1.6	9
				2	2019 Creative & Media (Jan-Dec)	1.5	12
METHODOLOGY					YoY Comparison:	12.5%	-25.0%

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.co 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.