

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Mar 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	2	VMLY&R	Unilever Project, Carsome Project, Grab Project	1.2		1.16	4
2	1	DDB	Media Company	1.1		1.05	2
3	3	Ogilvy	Dairy Farm, Nippon Paint	0.4		0.38	2
4	4	Leo Burnett	TOurism Client	0.4		0.37	1
5	5	FCB	Hawaya Project, Quaker Oats Project, SunLife Project	0.3		0.25	3
6	9	Grey Group	Bangladesh Navy, Malaysian Health Board Project	0.2		0.24	3
7	10	Dentsu	Confidential Client	0.1		0.06	1
2020(Jan-Mar)						3.5	16
2019(Jan-Mar)						2.6	19
YoY Comparison:						34.1%	-15.8%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Mar 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	6	PHD	Subway	0.3		0.3	1
3	5	dentsu X	British American Tobacco (Malaysia) Berhad Project	0.2		0.2	2
4	9	Initiative	Tesco	0.2		0.2	1
5	13	Carat	S P Setia Berhad	0.1		0.1	1
6	2	Wavemaker	OCBC Bank	0.08		0.1	2
7	3	Spark Foundry	Automotive Client	0.0		0.0	1
8	4	Universal McCann	TRX Lifestyle Quarter Project	0.0		0.0	1

2020(Jan-Mar)	0.7	14
2019(Jan-Mar)	2.0	17
YoY Comparison:	-65.7%	-17.6%
2020 Creative & Media (Jan-Mar)	4.2	30
2019 Creative & Media (Jan-Mar)	4.6	36
YoY Comparison:	-9.1%	-16.7%

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.