



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Apr 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	6	Grey Group	Bangladesh Navy, Malaysian Health Board Project	2.4		2.40	3
2	1	VMLY&R	Unilever Project, Carsome Project, Grab Project	1.3		1.31	5
3	2	DDB	Media Company	1.1		1.14	4
4	5	FCB	Genting Skyworlds Theme Park	1.1		1.10	5
5	4	Leo Burnett	Tourism Client	0.4		0.41	2
6	3	Ogilvy	Dairy Farm, Nippon Paint	0.4		0.38	2
7	7	Dentsu	Confidential Client	0.1		0.06	1
8	-	M&C Saatchi	Celcom Xpax, BRDB Project, Next Generation Oil Project	0.1		0.05	3
2021(Jan-Apr)						6.8	25
2020(Jan-Apr)						3.6	25
YoY Comparison:						87.6%	0.0%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Apr 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	PHD	Subway, Ikano, IKEA, Beauty Blend	0.7		0.7	4
2	1	Mindshare	Tune Talk, Bank CIMB Niaga, Unilever (Foods & refreshment) - Horlicks	0.3		0.3	5
3	3	dentsu X	British American Tobacco (Malaysia) Berhad Project	0.2		0.2	2
4	4	Initiative	Tesco	0.2		0.2	1
5	5	Carat	S P Setia Berhad	0.1		0.1	1
6	6	Wavemaker	OCBC Bank	0.08		0.1	2
7	9	Zenith	Confidential Client	0.0		0.0	1
8	7	Spark Foundry	Automotive Client	0.0		0.0	1
9	8	Universal McCann	TRX Lifestyle Quarter Project	0.01		0.0	1

2021 (Jan-Apr)	1.2	18
2020 (Jan-Apr)	2.4	23
YoY Comparison:	-50.4%	-21.7%

2021 Creative & Media (Jan-Apr)	8.0	43
2020 Creative & Media (Jan-Apr)	6.0	48
YoY Comparison:	33.3%	-10.4%

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.