R3 WORLDWIDE

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / May 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	Grey Group	Bangledash Navy, Malaysian Heath Board Project	2.4		2.40	3
2	2	VMLY&R	Unilever Project,Carsome Project, Grab Project	1.3		1.34	7
3	3	DDB	Media Company	1.1		1.14	4
4	4	FCB	Genting Skyworlds Theme Park	1.1		1.10	5
5	5	Leo Burnett	TOurism Client	0.4		0.41	2
6	6	Ogilvy	Heineken, Dairy Farm, Nippon Paint	0.4		0.41	3
7	7	Dentsu	Confidential Client	0.1		0.06	1
8	8	M&C Saatchi	Celcom Xpax, BRDB Project, Next Generation Oil Project	0.1		0.05	3
					2021(Jan-May)	6.9	28
					2020(Jan-May)	3.7	28
					YoY Comparison:	87.5%	0.0%

R3 WORLDWIDE

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / May 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	PHD	Paragon Tech, Subway, Ikano, IKEA, Beauty Blend	1.1		1.1	5
2	2	Mindshare	Tyson Foods, Kose Project, Tune Talk, Bank CIMB Niaga, Unilever (Foods & refreshment) - Horlicks	0.4		0.4	8
3	6	Wavemaker	OCBC Bank	0.3		0.3	3
4	4	Initiative	Tesco	0.3		0.3	2
5	3	dentsu X	British American Tobacco (Malaysia) Berhad Project	0.2		0.2	2
6	5	Carat	S P Setia Berhad	0.12		0.1	1
7	7	Zenith		0.0		0.0	1
8	8	Spark Foundry	Automotive Client	0.0		0.0	1
9	9	Universal McCann	TRX Lifesytle Quarter Project	0.01		0.0	1

2021(Jan-May)	1.9	24
2020(Jan-May)	2.8	29
YoY Comparison:	-30.9%	-17.2%

2021 Creative & Media (Jan-May)	8.9	52
2020 Creative & Media (Jan-May)	6.5	57
YoY Comparison:	36.3%	-8.8%

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.