R3 WORLDWIDE

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jun 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	4	FCB	Quaker Oats (PepsiCo, Berjaya Sompo Auto Insurance, Twining's Project	1.4		1.35	8
3	2	VMLY&R	Unilever Project,Carsome Project, Grab Project	1.3		1.34	7
4	3	DDB	Media Company	1.1		1.15	5
5	6	Ogilvy	Nestle, Coca-Cola Company, Heineken	0.5		0.52	5
6	-	The Chariot Agency	Costa Coffee Social	0.5		0.50	1
7	5	Leo Burnett	TOurism Client	0.4		0.41	2
8	9	Isobar	Nando's Chickenland Malaysia	0.1		0.09	3
9	7	Dentsu	Confidential Client	0.1		0.06	1
10	8	M&C Saatchi	Celcom Xpax, BRDB Project, Next Generation Oil Project	0.1		0.05	3
					2021(Jan-Jun)	7.9	38
					2020(Jan-Jun)	6.8	39
					YoY Comparison:	15.1%	-2.6%

R3 WORLDWIDE

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jun 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	8	Spark Foundry	Automotive Client	0.6		0.6	2
3	2	Mindshare	Vettons, Lalamove, Tyson Foods, Kose Project, Tune Talk, Bank CIMB Niaga	0.5		0.5	10
4	4	Initiative	Lotus's Project, Vivo, Paynet Project, Tesco	0.4		0.4	5
5	3	Wavemaker	OCBC Bank	0.3		0.3	3
6	5	dentsu X	British American Tobacco (Malaysia) Berhad Project	0.23		0.2	3
7	6	Carat	S P Setia Berhad	0.2		0.2	3
8	9	Universal McCann	Pizza Hut, Tolak Angin, TRX Lifesytle Quarter Project	0.2		0.2	3
9	7	Zenith	Electronic Client	0.03		0.0	1
10	12	iProspect	Nestlé (Malaysia) Berhad Project	0.0		0.0	2

2021(Jan-Jun)	3.2	37
2020(Jan-Jun)	3.1	41
YoY Comparison:	3.5%	-9.8%

2021 Creative & Media (Jan-Jun)	11.1	75
2020 Creative & Media (Jan-Jun)	10.0	80
YoY Comparison:	11.4%	-6.3%

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.