



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jul 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	Bangladesh Navy, Malaysian Health Board Project	2.4		2.40	3
2	3	VMLY&R	Unilever Project, Carsome Project, Grab Project	1.8		1.76	9
3	2	FCB	Mamee Chef, RedOne , Genting Nature Adventure	1.6		1.55	11
4	4	DDB	Media Company	1.3		1.31	8
5	5	Ogilvy	Mondelez, Nestle, Coca-Cola Company, Heineken	0.8		0.82	6
6	6	The Chariot Agency	Costa Coffee Social	0.5		0.50	1
7	7	Leo Burnett	Tourism Client	0.4		0.41	2
8	10	M&C Saatchi Group	Ministry of Finance project, Putrajaya Holdings project	0.2		0.18	5
9	8	Isobar	Nando's Chickenland Malaysia	0.1		0.09	3
10	9	Dentsu	Confidential Client	0.1		0.06	1

2021(Jan-Jul)	9.1	49
2020(Jan-Jul)	7.1	42
YoY Comparison:	28.5%	16.7%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jul 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	Subway, Ikano, IKEA, Beauty Blend	0.7		0.7	4
2	2	Spark Foundry	Automotive Client	0.6		0.6	2
3	3	Mindshare	Vettons, Lalamove, Tyson Foods, Kose Project, Tune Talk, Bank CIMB Niaga	0.5		0.5	10
4	5	Wavemaker	OCBC Bank	0.4		0.4	4
5	4	Initiative	Lotus's Project, Vivo, Paynet Project, Tesco	0.4		0.4	5
6	6	dentsu X	British American Tobacco (Malaysia) Berhad Project	0.23		0.2	3
7	7	Carat	S P Setia Berhad	0.2		0.2	3
8	8	Universal McCann	Pizza Hut, Tolak Angin, TRX Lifestyle Quarter Project	0.2		0.2	3
9	9	Zenith	Electronic Client	0.03		0.0	1
10	10	iProspect	Nestlé (Malaysia) Berhad Project	0.0		0.0	2

2021(Jan-Jul)	2.9	37
2020(Jan-Jul)	4.2	51
YoY Comparison:	-29.7%	-27.5%

2021 Creative & Media (Jan-Jul)	12.0	86
2020 Creative & Media (Jan-Jul)	11.2	93
YoY Comparison:	6.9%	-7.5%

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.