

# 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

### Malaysia / Aug 2021

RANK THIS Month	RANK LAST Month	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD Sm)	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	1.8		1.76	9
3	3	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	Kementerian Kesihatan Malaysia, MSD	0.8		0.84	8
6	6	The Chariot Agency	Costa Coffee Social	0.5		0.50	1
7	7	Leo Burnett	T0urism Client	0.4		0.41	2
8	8	M&C Saatchi Group	Calpis Concentrate Project, CSR Sugar Project, MTM Project	0.3		0.33	9
9	9	Isobar	Nando's Chickenland Malaysia	0.1		0.09	3
10	10	Dentsu	Confidential Client	0.1		0.06	1
					2021(Jan-Aug)	9.2	55

1

2021(Jan-Aug)	9.2	55
2020(Jan-Aug)	7.3	49
YoY Comparison:	25.9%	12.2%



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

#### Malaysia / Aug 2021

RANK THIS Month	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD Sm)	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	4	Wavemaker	OCBC Bank	0.4		0.4	4
5	5	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 Lifesytle 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

2.9	37
4.4	54
-32.7%	-31.5%
	4.4

2021 Creative & Media (Jan-Aug)	12.2	92
2020 Creative & Media (Jan-Aug)	11.7	103
YoY Comparison:	4.1%	-10.7%

2

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.o
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