

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Oct 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	3	FCB	Resorts World Genting, Spritzer, SunLife	2.6		2.55	14
2	1	Grey Group	Bangledash Navy, Malaysian Heath Board Project	2.4		2.40	3
3	2	VMLY&R	Shell Malaysia, Unilever Project, Carsome Project, Grab Project	2.1		2.07	14
4	4	DDB	Media Company	1.3		1.32	9
5	5	Ogilvy	Seek Asia, Musawah	1.1		1.06	13
6	6	The Chariot Agency	Costa Coffee Social	0.5		0.50	1
7	7	Leo Burnett	TOurism Client	0.5		0.47	3
8	8	M&C Saatchi Group	MDEC Project, F&N Sarsi + Orange Project	0.5		0.45	11
9	9	Isobar	Nando's Chickenland Malaysia	0.1		0.12	5
10	10	Dentsu	Confidential Client	0.1		0.06	1
					2021(Jan-Oct)	9.6	65
					2020(Jan-Oct)	8.4	67

YoY Comparison:

1



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Oct 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	Mindshare	Astro Radio, Pos Malaysia, Vettons, Lalamove, Tyson Foods, Kose Project	3.5		3.1	13
2	2	PHD	FrieslandCampina, Chanel	1.2		1.2	7
3	3	dentsu X	British American Tobacco (Malaysia) Berhad Project	0.6		0.6	14
4	4	Spark Foundry	Automotive Client	0.6		0.6	2
5	5	Wavemaker	OCBC Bank	0.4		0.4	4
6	6	Initiative	Lotus's Project, Vivo, Paynet Project, Tesco	0.36		0.4	5
7	7	Carat	S P Setia Berhad	0.3		0.3	5
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
					2021(Jan-Oct)	6.4	53
					2020(Jan-Oct)	5.2	63
					YoY Comparison:	23.6%	-15.9%
					2021 Creative & Media (Jan-Oct)	16.0	118
					2020 Creative & Media (Jan-Oct)	13.6	130
					YoY Comparison:	18.3%	-9.2%

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.co 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 R0I.