

## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Nov 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	FCB	Domino's, Resorts World Genting, Spritzer, SunLife	2.9		2.85	15
2	2	Grey Group	Bangledash Navy, Malaysian Heath Board Project	2.4		2.40	3
3	3	VMLY&R	Shell Malaysia, Unilever Project,Carsome Project, Grab Project	2.1		2.07	14
4	4	DDB	Media Company	1.4		1.43	11
5	5	Ogilvy	Seek Asia, Musawah	1.1		1.06	13
6	7	Leo Burnett	TOurism Client	0.5		0.52	4
7	6	The Chariot Agency	Costa Coffee Social	0.5		0.50	1
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
					2024(Ion Nov)	44.4	70

2021(Jan-Nov) 11.4 78 2020(Jan-Nov) 10.0 78 YoY Comparison: 14.8% 0.0%

1



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Nov 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	Magnum, Power Root, Astro Radio, Pos Malaysia, Vettons, Lalamove	3.6	Dyson	3.1	15
2	8	Universal McCann	Foodpanda, Dyson, Pizza Hut, Tolak Angin, TRX Lifesytle Quarter Project	2.0		2.0	5
3	2	PHD	FrieslandCampina, Chanel	1.2		1.2	7
4	3	dentsu X	British American Tobacco (Malaysia) Berhad Project	0.6		0.6	14
5	4	Spark Foundry	Automotive Client	0.6		0.6	2
6	5	Wavemaker	OCBC Bank	0.43		0.4	4
7	6	Initiative	Lotus's Project, Vivo, Paynet Project, Tesco	0.4		0.4	5
8	13	MediaCom	The Coca-Cola Company	0.5	Subway media	0.3	1
9	9	Zenith	Electronic Client	0.03		0.0	1
10	10	iProspect	Nestlé (Malaysia) Berhad Project	0.0		0.0	2
11	12	OMD	Beiersdorf	0.2		0.0	1
12	11	Havas Media		0.0		0.0	0
13	7	Carat	S P Setia Berhad	0.3	Foodpanda	-1.4	5
					2021(Jan-Nov	7.2	62
					2020(Jan-Nov	6.2	70
					YoY Comparison	16.9%	-11.4%

2021 Creative & Media (Jan-Nov)	18.7	140
2020 Creative & Media (Jan-Nov)	16.2	148
YoY Comparison:	15.6%	-5.4%

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.or 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.