





## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Dec 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	2	Universal McCann	Foodpanda, Dyson, Pizza Hut, Tolak Angin, TRX Lifestyle Quarter Project	2.0		2.0	5
3	4	dentsu X	Mandom Project, British American Tobacco (Malaysia) Berhad Project	1.8		1.8	16
4	3	PHD	FrieslandCampina, Chanel	1.2		1.2	7
5	5	Spark Foundry	Automotive Client	0.7		0.7	3
6	7	Initiative	Duopharma, Maybank MAE Project, Lotus's Project, Vivo, Paynet Project, Tesco	0.51		0.5	7
7	6	Wavemaker	OCBC Bank	0.4		0.4	4
8	8	MediaCom	The Coca-Cola Company	0.5	Subway media	0.3	1
9	11	OMD	Beiersdorf, A. Menarini	0.23		0.0	2
10	10	iProspect	Nestlé (Malaysia) Berhad Project	0.0		0.0	3
11	9	Zenith	Electronic Client	0.0		0.0	1
12	12	Havas Media		0.0		0.0	0
13	13	Carat	S P Setia Berhad, Standard Chartered Bank	0.4	Foodpanda	-1.3	6

2021(Jan-Dec)	8.7	70
2020(Jan-Dec)	6.4	78
YoY Comparison:	36.2%	-10.3%

2021 Creative & Media (Jan-Dec)	21.4	151
2020 Creative & Media (Jan-Dec)	16.9	170
YoY Comparison:	26.6%	-11.2%

### 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.com](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.