

## 2021 CREATIVE 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	3	VMLY&R	QSR Stores Sdn Bhd (KFC) Project	3.1		3.14	12
2	1	FCB	Twinning's project, Domino's, Tohtunku project, Resorts World Genting, Spritzer, SunLife	3.0		2.95	17
3	2	Grey Group	Bangledash Navy, Malaysian Heath Board Project	2.4		2.40	3
4	4	DDB	Media Company	1.4		1.43	11
5	5	Ogilvy	Seek Asia, Musawah	1.1		1.06	13
6	6	Leo Burnett	TOurism Client	0.5		0.52	4
7	7	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	10	Dentsu	Confidential Client	0.1		0.14	3
10	9	Isobar	Nando's Chickenland Malaysia	0.1		0.13	6
					2021(Jan-Dec)	12.7	81
					2020(Jan-Dec)	10.5	92

YoY Comparison: 20.7%

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## **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 Lifesytle 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	Duopnarma, 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 Comparisor	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.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.