





## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jan 2022

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	9	OMD	Edaran Tan Chong Motor	0.1		0.1	1

2022(Jan)	0.1	1
2021(Jan)	0.3	6
YoY Comparison:	-70.8%	-83.3%

2022 Creative & Media (Jan)	0.4	6
2021 Creative & Media (Jan)	1.6	9
YoY Comparison:	-77.6%	-33.3%

**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.