

## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Feb 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	1	VMLY&R	Auto Client	0.7		0.72	4
2	4	FCB	Domino's Pizza	0.5		0.50	1
3	2	Ogilvy	FMCG Client	0.1		0.08	1
4	3	M&C Saatchi Group	Hong Leong Bank, MDEC	0.0		0.04	2
					2022(Jan-Feb)	1.3	8
					2022(Jan-Feb)	2.9	9
					YoY Comparison:	-54.6%	-11.1%

1



## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Feb 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	11	Zenith	L'Oreal	0.5		0.5	1
2	2	Mindshare	Paynet, CD Advertising Sdn Bhd (Malaysia Rubber Council), CD Advertising Sdn Bhd (EPF)	0.3		0.3	4
3	1	OMD	Edaran Tan Chong Motor	0.1		0.1	1
					2022(Jan-Feb)	0.4	6
					2021(Jan-Feb)	0.3	8
					YoY Comparison:	5.3%	-25.0%
					2022 Creative & Media (Jan-Feb)	1.7	14
					2021 Creative & Media (Jan-Feb)	3.3	17
					YoY Comparison:	-48.5%	-17.6%

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.cc 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.