

## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Mar 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	-	Havas Worldwide	Connor's Stout Porter, MOLSON COORS	1.2		1.20	3
2	1	VMLY&R	Auto Client	1.2		1.16	6
3	2	FCB	Domino's Pizza, Touch n' Go Project	0.6		0.60	4
4	9	Dentsu	FMCG Client	0.3		0.26	10
5	3	Ogilvy	TGV Cinemas Sdn. Bhd.	0.2		0.15	2
6	4	M&C Saatchi Group	Hong Leong Bank, MDEC	0.0		0.04	2
					2022(Jan-Mar)	3.4	27
					2021(Jan-Mar)	3.5	16
					YoY Comparison:	-2.8%	68.8%

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## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Mar 2022

2			RECENT WINS	WIN REVENUE (USD \$ m)	RECENT LOSSES	OVERALL YTD REVENUE (USD \$m)	No.of Wins
2	1	Zenith	L'Oreal	0.5		0.5	1
	2	Mindshare	Paynet, CD Advertising Sdn Bhd (Malaysia Rubber Council), CD Advertising Sdn Bhd (EPF)	0.3		0.3	4
3	4	Universal McCann	TYSON	0.2		0.2	1
4	5	dentsu X	Telecom Client	0.1		0.1	4
5	3	OMD	Edaran Tan Chong Motor	0.1		0.1	1
6	10	iProspect	Perusahaan Otomobil Kedua Sdn Bhd Project	0.03		0.0	2
					2022(Jan-Mar)	0.6	13
					2021(Jan-Mar)	0.7	14
					YoY Comparison:	-6.9%	-7.1%
					2022 Creative & Media (Jan-Mar)	4.0	40
					2021 Creative & Media (Jan-Mar)	4.2	30
					YoY Comparison:	-3.4%	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.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.