



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Apr 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	2	VMLY&R	Auto Client	3.2		3.17	9	
2	1	Havas Worldwide	Hai-O Project, Connor's Stout Porter, MOLSON COORS	1.5		1.50	4	
3	3	FCB	Domino's Pizza, Touch n' Go Project	0.6		0.60	4	
4	5	Ogilvy	Heineken, MSD, TGV Cinemas Sdn. Bhd.	0.3		0.30	4	
5	4	Dentsu	FMCG Client	0.3		0.26	10	
6	6	M&C Saatchi Group	Hong Leong Bank, MDEC	0.0		0.04	2	
						2022(Jan-Apr)	5.9	33
						2021(Jan-Apr)	6.8	25
						YoY Comparison:	-14.3%	32.0%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Apr 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	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	3	Universal McCann	TYSON	0.2		0.2	1
4	4	dentsu X	Telecom Client	0.1		0.1	4
5	5	OMD	Edaran Tan Chong Motor	0.1		0.1	1
6	6	iProspect	Perusahaan Otomobil Kedua Sdn Bhd Project	0.03		0.0	2

2022(Jan-Apr)	0.6	13
2021(Jan-Apr)	1.2	18
YoY Comparison:	-45.6%	-27.8%

2022 Creative & Media (Jan-Apr)	6.5	46
2021 Creative & Media (Jan-Apr)	8.0	43
YoY Comparison:	-18.9%	7.0%

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 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 Apr keting ROI.