



## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / May 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	4.0		4.01	11
2	2	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	4	Ogilvy	Heineken, MSD, TGV Cinemas Sdn. Bhd.	0.3		0.30	4
5	5	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-May)	6.7	35
2021(Jan-May)	6.8	25
YoY Comparison:	-2.0%	40.0%



# 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / May 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-May)	1.1	14
2021(Jan-May)	1.2	18
YoY Comparison:	-3.0%	-22.2%

2022 Creative & Media (Jan-May)	7.8	49
2021 Creative & Media (Jan-May)	8.0	43
YoY Comparison:	-2.1%	14.0%

**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](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 Apr keting ROI.