2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jun 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	8.0		8.02	14
2	2	Havas Worldwide	Lipton Project, Pizza Hut	2.5		2.50	6
3	3	FCB	AllsWell (Frutara), Vinda (Drypers) Project, Amway (Nutrilite) Project	0.8		0.83	7
4	5	Dentsu	FMCG Client	0.8		0.82	19
5	8	DDB	Nippon Paint Project, Luno, Genting Skyworld	0.8		0.75	5
6	4	Ogilvy	Heineken, MSD, TGV Cinemas Sdn. Bhd.	0.3		0.30	4
7	9	Leo Burnett	FrieslandCampina	0.3		0.30	1
8	11	Isobar	Nando's Chickenland Project, AmBank Project, Heineken	0.2		0.19	7
9	6	M&C Saatchi Group	Hong Leong Bank, MDEC	0.0		0.04	2
					2022(Jan-Jun)	13.7	65
					2021(Jan-Jun)	7.9	38
					YoY Comparison:	74.4%	71.1%

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jun 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	4	dentsu X	Telecom Client	0.2		0.2	6
4	3	Universal McCann	TYSON	0.2		0.2	1
5	13	Wavemaker	Danone, Wipro Consumer Care	0.6	L'Oreal	0.1	2
6	5	OMD	Edaran Tan Chong Motor	0.08		0.1	1
7	6	iProspect	Perusahaan Otomobil Kedua Sdn Bhd Project	0.0		0.0	3

2022(Jan-Jun)	1.3	18
2021(Jan-Jun)	3.2	37
YoY Comparison:	-60.0%	-51.4%

2022 Creative & Media (Jan-Jun)	15.0	83
2021 Creative & Media (Jan-Jun)	11.1	75
YoY Comparison:	35.2%	10.7%

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.