2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jul 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	QSR Brands for KFC Project	8.7		8.69	17
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	4	Dentsu	FMCG Client	0.8		0.82	19
5	5	DDB	Nippon Paint Project, Luno, Genting Skyworld	0.8		0.75	5
6	6	Ogilvy	Heineken, MSD, TGV Cinemas Sdn. Bhd.	0.3		0.30	4
7	7	Leo Burnett	FrieslandCampina	0.3		0.30	1
8	8	Publicis Worldwide		0.2		0.20	1
9	9	Isobar	Nando's Chickenland Project, AmBank Project, Heineken	0.2		0.19	7
10	10	M&C Saatchi Group	Hong Leong Bank, MDEC	0.0		0.04	2

2022(Jan-Jul)	14.6	69
2021(Jan-Jul)	9.1	49
YoY Comparison:	61.0%	40.8%

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Jul 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	-	Starcom	MAYSTAR Beauty Sdn Bhd, Luno Pte. Ltd.	2.5		2.5	11
2	1	Zenith	L'Oreal	1.1		1.1	2
3	2	Mindshare	ASTRO, Sime Darby Property, Malaysia Health Tourism Council	0.8		0.8	7
4	3	dentsu X	Telecom Client	0.2		0.2	6
5	4	Universal McCann	TYSON	0.2		0.2	1
6	6	OMD	Tune Protect, Edaran Tan Chong Motor	0.13		0.1	2
7	7	iProspect	Perusahaan Otomobil Kedua Sdn Bhd Project	0.0		0.0	3
8	5	Wavemaker	Danone, Wipro Consumer Care	0.6	L'Oreal	-0.5	2

2022(Jan-Jul)	4.4	34
2021(Jan-Jul)	2.9	37
YoY Comparison:	49.4%	-8.1%

2022 Creative & Media (Jan-Jul)	19.0	103
2021 Creative & Media (Jan-Jul)	12.0	86
YoY Comparison:	58.2%	19.8%

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.