R3

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Aug 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	10.0		10.01	20
2	2	Havas Worldwide	Lipton Project, Pizza Hut	2.5		2.50	6
3	3	FCB	Sacoor Brothers Project, Casio Project,DKSH Project	0.9		0.93	11
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	L'Oreal	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-Aug)	14.6	69
2021(Jan-Aug)	9.2	55
YoY Comparison:	58.1%	25.5%

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Aug 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	Starcom	MAYSTAR Beauty Sdn Bhd, Luno Pte. Ltd.	2.5		2.5	11
2	-	Publicis Media	PepsiCo	1.5		1.5	1
3	2	Zenith	L'Oreal	1.1		1.1	2
4	-	M/SIX	Paynet, Ministry of Finance (Malaysia), Malaysia Healthcare Travel Council	0.2		0.2	3
5	4	dentsu X	Telecom Client	0.2		0.2	6
6	5	Universal McCann	TYSON	0.15		0.2	1
7	6	OMD	Tune Protect, Edaran Tan Chong Motor	0.1		0.1	2
8	7	iProspect	Perusahaan Otomobil Kedua Sdn Bhd Project	0.0		0.0	3
9	8	Wavemaker	Mondelez, Danone, Wipro Consumer Care	1.10	L'Oreal	0.0	3
10	3	Mindshare	Astro Meseat, Perodua Malaysia, ASTRO, Sime Darby Property, Malaysia Health Tourism Council	1.2	PepsiCo	-0.3	9

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

2022 Creative & Media (Jan-Aug)	19.0	103
2021 Creative & Media (Jan-Aug)	12.2	92
YoY Comparison:	56.0%	12.0%

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.