

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Apr 2015

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	Publicis	Sunway Properties, Reckitt Benckiser Project, EON -JEEP	1.76		1.76	11
2	7=	DDB	Revive, Panasonic Beauty	0.83		0.83	2
3	7=	M&C Saatchi	UEM (Branding), Sime Darby Property LPGA	0.60		0.60	2
4	2	Y&R	Finance Client	0.38		0.38	1
5	3	Dentsu	Boon Siew Honda Project	0.15		0.15	4
6	18	Leo Burnett	Sime Darby Property Project, Eco World Development Project	1.09	BMW Digital	0.09	10
7	17	JWT	Celcom Planet Project	0.39	Carlsberg Project	0.07	2
8	5	McCann WorldGroup	Permanis Project, Huawei Project	0.05		0.05	2
9	4	TBWA	Tohtonku(Nanowhite)	0.04		0.04	1
10	6	Lowe	Manufacture Client	0.39		0.01	3
11=	7=	Ogilvy		0.00		0.00	0
11=	7=	Saatchi & Saatchi		0.00		0.00	0
11=	7=	Grey Group		0.00		0.00	0
11=	7=	BBH		0.00		0.00	0
11=	7=	FCB		0.00		0.00	0
11=	7=	Bates		0.00		0.00	0
11=	7=	BBDO		0.00		0.00	0
11=	7=	Havas Worldwide		0.00		0.00	0
						3.96	38

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Apr 2015

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	Carat	AirAsia(Digital), SP Setia, Columbia Asia	1.07		1.07	11
2	2	PHD	SC Johnson(Planning), Unilever(Search)	0.78		0.78	2
3	3	OMD	Beiersdorf,Berjaya Times Square, Body Fashion/Trumpf	0.72		0.72	4
4	5	Universal McCann	MyTeksi, Malaysia Airlines Project, Johnson & Johnson Project	0.75	Bank Rakyat	0.60	16
5	4	Mindshare	Pizza Hut, Revlon	0.55		0.55	2
6=	7	MediaCom	AEON, Find It, Bose, Celcom/SK Telecom	0.46	Communication Client	0.31	4
6=	6	ZenithOptimedia	York Aircon	0.33	The Hour Glass	0.31	2
8	8	Vizeum	MDeC, Panasonic, Merck,Sushi King, The Hour Glass	0.19		0.19	9
9	9	Dentsu Media	Bushiroad Project, Mah Sing	0.09		0.09	6
10	10	MEC	Citiscap Malaysia,LINE APP, M101	0.04		0.04	4
11=	11=	Starcom MediaVest		0.00		0.00	0
11=	11=	Initiative		0.00		0.00	0
11=	11=	Havas Media		0.00		0.00	0
14	14	Maxus		0.00	SC Johnson(Planning)	-0.81	0
						3.83	60

METHODOLOGY

The R3 New Business League has been compiled each of the last 151 months using data supplied by 26 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 marketing ROI for clients across the region.

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