

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Mar 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	2	Y&R	Finance Client	0.38		0.38	1
3	3	Dentsu	Boon Siew Honda Project	0.11		0.11	3
4	4	TBWA	Tohtonku(Nanowhite)	0.04		0.04	1
5	6=	McCann WorldGroup	Permanis Project, Huawei Project	0.01		0.01	1
6	5	Lowe	Manufacture Client	0.38		0.00	2
7-	6=	Ogilvy		0.00		0.00	0
7-	6=	DDB		0.00		0.00	0
7-	6=	Saatchi & Saatchi		0.00		0.00	0
7-	6=	Grey Group		0.00		0.00	0
7-	6=	BBH		0.00		0.00	0
7-	6=	FCB		0.00		0.00	0
7-	6=	Bates		0.00		0.00	0
7-	6=	M&C Saatchi		0.00		0.00	0
7-	6=	BBDO		0.00		0.00	0
7-	6=	Havas Worldwide		0.00		0.00	0
17	17	JWT	Celcom Planet Project	0.29	Carlsberg Project	-0.03	1
18	18	Leo Burnett	Sime Darby Property Project	0.72	BMW Digital	-0.28	7
						1.98	27

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Mar 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	1.00		1.00	8
2	2	PHD	SC Johnson(Planning), Unilever(Search)	0.78		0.78	2
3	6	OMD	Beiersdorf,Berjaya Times Square, Body Fashion/Trumpf	0.72		0.72	4
4	10=	Mindshare	Pizza Hut, Revlon	0.55		0.55	2
5	3	Universal McCann	Malaysia Airlines Project, Johnson & Johnson Project, Telekom Project	0.59		0.44	13
6	7	ZenithOptimedia	York Aircon	0.33		0.31	2
7	4	MediaCom	Find It, Bose, Celcom/SK Telecom	0.36	Communication Client	0.21	3
8	5	Vizeum	Panasonic, Merck,Sushi King, The Hour Glass, Troika, Huawei(Digital)	0.13		0.13	7
9	8	Dentsu	Bushiroad Project	0.03		0.03	4
10	9	MEC	Citiscap Malaysia,LINE APP	0.03		0.03	3
11=	10=	Starcom MediaVest		0.00		0.00	0
11=	10=	Initiative		0.00		0.00	0
11=	10=	Havas Media		0.00		0.00	0
14	14	Maxus		0.00	SC Johnson(Planning)	-0.81	0
						3.38	48

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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