

# CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia/ April 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	11	Leo Burnett	Sime Darby Property Project, Beverly Group Project	1.24		1.24
2	4	McCann WorldGroup	Microsoft	1.08		1.08
3	1	JWT	Carlsberg	1.00		1.00
4	6	Lowe	FrieslandCampina	1.00		1.00
5	3	Ogilvy	Courts, Astro	0.81		0.81
6	2	DDB	Tropicana Gardens, Mudah.my	0.60		0.60
7	7	Y&R	FMCG Client	0.86	Microsoft CRM	0.56
8	5	Saatchi & Saatchi	Mister Potato, Mamee	0.35	Mondelez Sales	0.28
9	8	TBWA	Taylor's University Project, AirAsia Big Loyalty Programme Project	0.15		0.15
10	9	Grey Group	Maybank Project	0.04		0.04
11=	12=	Dentsu		0.00		0.00
11=	12=	BBH		0.00		0.00
11=	12=	DraftFCB		0.00		0.00
11=	12=	Bates		0.00		0.00
11=	12=	M&C Saatchi		0.00		0.00
11=	12=	BBDO		0.00		0.00
11=	12=	Havas Worldwide		0.00		0.00
11=	10	Publicis	Intel Project, Microsoft Project	0.05		(0.71)

## MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia/ April 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	7=	Starcom MediaVest	Media Prima, OpenRice	2.40		2.40
2	1	Mindshare	Nestle	3.25	Mondelez	2.25
3	3	Carat	Microsoft, Mondelez, Mastercard, Gamuda Land	1.74	Southern Union	0.84
4	2	Universal McCann	FJ Benjamin, Pizza Hut Project, Cerebos Digital, Southern Union	1.06	Microsoft	0.54
5	5	PHD	Firefly, Lee Kum Kee	0.45		0.45
6	4	Vizeum	Kakao	0.24		0.24
7	12	MEC	INTI International Universities, MSIG Insurance	0.20	Tourism Client	0.15
8	6	Dentsu	Mulpha Land, Mandom (Gatsby)	0.11		0.11
9	11	ZenithOptimedia	OpenRice	0.03	Gamuda Land	0.02
10=	7=	Initiative		0.00		0.00
10=	7=	MediaCom		0.00		0.00
10=	7=	Maxus		0.00		0.00
13	13	OMD	Tourism Australia, University of Southampton	0.27	Ginvera	(0.19)
14	14	Havas Media		0.00	Kakao	(0.23)

The R3 New Business League has been compiled each of the last 140 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.