

# CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia/ June 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	1	Leo Burnett	Sime Darby Property Project, Beverly Group Project	5.78		5.78
2	2	Ogilvy	Maxis, Inti University Project	3.71		3.71
3	3	McCann WorldGroup	Versalink, Microsoft	1.38		1.38
4=	4	JWT	Carlsberg	1.00		1.00
4=	5	Lowe	FrieslandCampina	1.00		1.00
6	6	DDB	Tropicana Gardens, Mudah.my	0.60		0.60
7	7	Y&R	FMCG Client	0.86	Microsoft CRM	0.56
8	8	Saatchi & Saatchi	Mister Potato, Mamee	0.35	Mondelez Sales	0.28
9	9	TBWA	Taylor's University Project, AirAsia Big Loyalty Programme Project	0.15		0.15
10	10	Grey Group	Maybank Project	0.04		0.04
11	11=	Dentsu	AirAsia X Project	0.02		0.02
12=	11=	BBH		0.00		0.00
12=	11=	DraftFCB		0.00		0.00
12=	11=	Bates		0.00		0.00
12=	11=	M&C Saatchi		0.00		0.00
12=	11=	BBDO		0.00		0.00
12=	11=	Havas Worldwide		0.00		0.00
18	18	Publicis	Proton Project, Ayamas Project, Intel Project, BDRB Development Project	0.15	Finance Client	(0.60)

## MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia/ June 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	1	Starcom MediaVest	Zalora, IPC, Media Prima, OpenRice	2.93		2.93
2	2	Mindshare	Nestle	3.25	Mondelez	2.25
3	4	Universal McCann	CIMB Bank, Media Prima Berhad Project, Jemarama Jaya	2.15	Microsoft	1.63
4	3	Carat	Nokia, Mondelez, Mastercard, Gamuda Land	1.98	Southern Union	1.08
5	5	MEC	Amore Pacific, INTI International Universities, MSIG Insurance, Cotra Enterprise	0.77	Tourism Client	0.72
6	7	Vizeum	Bausch & Lomb, Kakao, Sweetet Development	0.26		0.26
7	9	ZenithOptimedia	OpenRice, IPC	0.18	Gamuda Land	0.17
8	8	Dentsu	Mandom Project, Sharp Roxy Project, Sepang International Circuit Project	0.15		0.15
9	6	PHD	Firefly, Lee Kum Kee, Newell Rubbermaid	0.25	IPC	0.05
10	12	OMD	Coach, Tourism Australia, University of Southampton	0.52	Ginvera	0.02
11=	10=	Initiative		0.00		0.00
11=	10=	MediaCom		0.00		0.00
13	13	Havas Media		0.00	Kakao	(0.23)
14	14	Maxus		0.00	Cotra Enterprise	(0.50)

The R3 New Business League has been compiled each of the last 142 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.