

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / May 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	DDB	Revive, Panasonic Beauty	0.83		0.83	2
3	4	Y&R	Finance Client	0.68		0.68	2
4	3	M&C Saatchi	UEM (Branding), Sime Darby Property LPGA, UEM Group Project	0.62		0.62	4
5	5	Dentsu	Suntrack Development Project, Manulife Insurance Project	0.31		0.31	6
6	6	Leo Burnett	Sime Darby Property Project, Eco World Development Project	1.09	BMW Digital	0.09	10
7	7	JWT	Celcom Planet Project	0.39	Carlsberg Project	0.07	2
8	8	McCann WorldGroup	Permanis Project, Huawei Project	0.05		0.05	2
9	9	TBWA	Tohtonku(Nanowhite)	0.04		0.04	1
10	10	Lowe	Ekuinas Project	0.41	Finance Client	0.03	5
11=	11=	Ogilvy		0.00		0.00	0
11=	11=	Saatchi & Saatchi		0.00		0.00	0
11=	11=	Grey Group		0.00		0.00	0
11=	11=	BBH		0.00		0.00	0
11=	11=	FCB		0.00		0.00	0
11=	11=	Bates		0.00		0.00	0
11=	11=	BBDO		0.00		0.00	0
11=	11=	Havas Worldwide		0.00		0.00	0
						4.46	45

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / May 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	SaiKris Leisure, AirAsia(Digital), SP Setia	1.05		1.05	11
2	2	PHD	SC Johnson(buying), Unilever(Search)	1.06	Ikea	0.93	4
3=	3	OMD	Beiersdorf,Berjaya Times Square, Body Fashion/Trumpf	0.72		0.72	4
3=	4=	Universal McCann	Malaysia Airlines Project, Johnson & Johnson Project, Maxis Project	0.87	Bank Rakyat	0.72	16
5	4=	Mindshare	Pizza Hut, Revlon	0.55		0.55	2
6	8	Vizeum	Ikea, Altel Communications(digital), MDeC, Panasonic	0.41		0.41	16
7=	6=	MediaCom	AEON, Find It, Bose, Celcom/SK Telecom	0.46	Communication Client	0.31	4
7=	6=	ZenithOptimedia	York Aircon	0.33	The Hour Glass	0.31	2
9	9	Dentsu Media	Sharp Project, Glico, Bushiroad Project, Mah Sing	0.14	Pavilion Shopping Centre	0.13	8
10	10	MEC	XOX, Citiscape Malaysia,LINE APP, M101	0.05		0.05	5
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(buying)	-0.95	0
						4.21	72

METHODOLOGY

The R3 New Business League has been compiled each of the last 153 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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