

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Aug 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	1.83		1.83	13
2	2	M&C Saatchi	Yonder, Malaysia Airlines, PLUS	1.52		1.52	7
3	3	DDB	Revive, Panasonic Beauty	0.83		0.83	2
4	4	Y&R	Finance Client	0.68		0.68	2
5	5	Dentsu	Suntrack Development Project, Manulife Insurance Project, Calpis Project	0.53		0.53	9
6	6	Lowe	Ekuinas Project	0.71	Finance Client	0.33	6
7	7	Leo Burnett	Emotional Intelligence Quotient Spirits Project, Novartis Project	1.32	BMW Digital	0.32	13
8	8	McCann WorldGroup	Permanis Project, Petronas Lubricants Project, Huawei Project	0.20		0.20	4
9	9	JWT	Celcom Planet Project	0.39	Carlsberg Project	0.07	2
10	10	TBWA	Tohtonku(Nanowhite)	0.05		0.05	2
11=	11=	Ogilvy	Selangor Property Project	0.01		0.01	1
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
						6.35	61

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Aug 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	3	PHD	SC Johnson(buying), Unilever(Search), Ikano	1.56	Ikea	1.43	5
2	4	Universal McCann	Sime Darby, RHB Project, Ford Project, Grab Taxi	1.46	Bank Rakyat	1.31	26
3	2	OMD	Beiersdorf, Luxottica/Ray-Ban, L&S Cosmetics, Media Pertiwi	1.27		1.27	8
4	1	Carat	Alpecin, BASF	1.12		1.12	13
5	5	Vizeum	Ikea, Altel Communications(digital), MDeC, Panasonic	0.91		0.91	17
6	6	Mindshare	Pizza Hut, Revlon,GEMFive	0.55		0.55	2
7	8=	ZenithOptimedia	York Aircon	0.33	The Hour Glass	0.31	2
8	7	Starcom MediaVest	Kalbe	0.78	FMCG Client	0.28	3
9	8=	MediaCom	MunchWorld Marketing, AEON, Find It, Bose, Celcom/SK Telecom	0.47	Communication Client	0.17	5
10	10	Dentsu Media	Sharp Project, Glico, Bushiroad Project, Mah Sing	0.14	Pavilion Shopping Centre	0.13	8
11	11	MEC	XOX, Citiscape Malaysia,LINE APP, M101	0.05		0.05	5
12	12	Initiative	Alba Project	0.01		0.01	1
13	13	Havas Media		0.00		0.00	0
14	14	Maxus		0.00	SC Johnson(buying)	-0.95	0
						6.56	95

METHODOLOGY

The R3 New Business League has been compiled each of the last 156 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.

For more details please write to greg@rthree.com