

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Sep 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	5	Dentsu	UMWT Project, Calpis Launch, Goodday Milk Relaunch	0.76		0.76	13
5	4	Y&R	Finance Client	0.68		0.68	2
6	7	Leo Burnett	Emotional Intelligence Quotient Spirits Project, Novartis Project	1.62	BMW Digital	0.62	13
7	6	Mullen Lowe	Ekuinas Project	0.71	Finance Client	0.33	6
8	8	McCann WorldGroup	Permanis Project, Petronas Lubricants Project, Huawei Project	0.20		0.20	4
9	9	J Walter Thompson	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
						6.89	65

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Sep 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	12	Initiative	Maxis, Alba Project	4.01		4.01	2
2	1	PHD	SC Johnson(buying), Unilever(Search), Ikano	1.56	Ikea	1.38	5
3	2	Universal McCann	Sime Darby, RHB Project, Ford Project, Grab Taxi	1.46	Bank Rakyat	1.31	26
4	3	OMD	Beiersdorf, Luxottica/Ray-Ban, L&S Cosmetics, Media Pertiwi	1.27		1.27	8
5	4	Carat	Alpecin, BASF	1.12		1.12	13
6	5	Vizeum	BioConnexion, Ikea, Altel Communications(digital), MDeC	0.97		0.97	19
7	8	Starcom MediaVest	Kalbe, Courts Mammoth	1.23	FMCG Client	0.73	4
8	7	ZenithOptimedia	York Aircon	0.33	The Hour Glass	0.31	2
9	9	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	13	Havas Media		0.00		0.00	0
13	14	Maxus		0.00	SC Johnson(buying)	-0.95	0
14	6	Mindshare	Packet One Networks, F&N Interflavine, Pizza Hut	0.75		-3.25	4
						7.22	101

METHODOLOGY

The R3 New Business League has been compiled each of the last 157 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