

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Malaysia / Oct 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 | 4 | Dentsu | Honda, Goodday Milk, UMWT Project, Calpis Launch | 1.31 | | 1.31 | 18 |
| 4 | 3 | DDB | Revive, Panasonic Beauty | 0.83 | | 0.83 | 2 |
| 5 | 6 | Leo Burnett | Emotional Intelligence Quotient Spirits Project, USG Boral Project | 1.69 | BMW Digital | 0.69 | 14 |
| 6 | 5 | Y&R | Finance Client | 0.68 | | 0.68 | 2 |
| 7 | 7 | Mullen Lowe | Ekuinas Project | 0.71 | Finance Client | 0.33 | 6 |
| 8 | 8 | McCann WorldGroup | SCA Project, Permanis Project, Petronas Lubricants Project | 0.24 | | 0.24 | 6 |
| 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 |
| | | | | | | 7.54 | 73 |

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Malaysia / Oct 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 | Initiative | Maxis, Alba Project | 4.01 | | 4.01 | 2 |
| 2 | 5 | Carat | Alpecin, BASF | 1.99 | | 1.99 | 14 |
| 3 | 3 | Universal McCann | Malaysia Airlines, DKSH, Sime Darby, RHB Project | 2.12 | Bank Rakyat | 1.97 | 28 |
| 4 | 7 | Starcom MediaVest | Kalbe, Courts Mammoth, AirAsia(SEM) | 2.23 | FMCG Client | 1.73 | 5 |
| 5 | 2 | PHD | SC Johnson(buying), Unilever(Search), Ikano | 1.56 | Ikea | 1.38 | 5 |
| 6 | 4 | OMD | Beiersdorf, Luxottica/Ray-Ban, L&S Cosmetics, Media Pertiwi | 1.27 | | 1.27 | 8 |
| 7 | 6 | Vizeum | BioConnexion, Ikea, Altel Communications(digital), MDeC, Merck | 1.00 | | 1.00 | 20 |
| 8 | 8 | ZenithOptimedia | York Aircon | 0.33 | The Hour Glass | 0.31 | 2 |
| 9 | 11 | MEC | XOX, Citiscape Malaysia, LINE APP, M101, General Mills | 0.30 | | 0.30 | 6 |
| 10 | 9 | MediaCom | Maybank, Kupu Kupu, MunchWorld Marketing, AEON | 0.57 | Communication Client | 0.27 | 7 |
| 11 | 10 | Dentsu Media | Sharp Project, Glico, Bushiroad Project, Mah Sing | 0.14 | Pavilion Shopping Centre | 0.13 | 8 |
| 12 | 12 | Havas Media | | 0.00 | | 0.00 | 0 |
| 13 | 13 | Maxus | | 0.00 | SC Johnson(buying) | -0.95 | 0 |
| 14 | 14 | Mindshare | Packet One Networks, F&N Interflavine, Pizza Hut | 0.75 | | -3.25 | 4 |
| | | | | | | 10.14 | 109 |

METHODOLOGY

The R3 New Business League has been compiled each of the last 158 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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