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A BIG YEAR FOR NEW BUSIN

ADOI FEBRUARY 2006 - MALAYSIA



2005 was a big year for new business in Malaysia - and we tracked over 2,500 shifts in accounts and over US\$5.1t hands. This was a 36% increase over 2004.

In Malaysia, it was the year of the telco's and the beer boys conducted reviews, as did TM for its media. Tiger went to again. Naga landed the prized Carlsberg business. The telco - there are few more competitive sectors on earth right now - win big. For those behind in the game, they will constantly their business, particularly marketing, to gain that competitive

The Malaysian industry also set up greater guidelines for Pitch Management - a long over time is wasted. One pitch approach we've used with success is that of the "Chemistry Test" - two hour workshop between prospective client and agency, not a formal presentation. Throu 'beauty pageant' of most pitches and get to the core issues of 'can we really work together?' people think'. The (often unnecessary) work of the agency is also reduced.

For the creative agencies, we measured US\$2.2b in wins in the region, up 22% from last becoming tougher and tougher, as media becomes unbundled, and the constant pressure drive more and more pitching. We hope the Malaysian 4A's pitch fee initiative pays off - much time and money chasing business, not enough nurturing what they have.

For the media agencies, we collected US\$2.89b in wins across the region, up 49%, and refl sector. While a number of the top wins were regional or global appointments, the trend w selecting the best local agencies and breaking alignments in places such as China and In example, of allowing local reviews between MindShare and Zenith, seems a smart way to best in class local capabilities.

The challenge for Malaysian marketers for 2006 should be all about the need to pitch. Studie cost a marketer US\$50,000 in internal time-costs, as well as diverting marketing and manage the core objective: having a sales impact. In 2005, a few progressive Malaysian mark throughout the region - hired us to help make the marriage work, rather than to file for divo this right go well beyond the quantitative dollars and cents.

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