

Creative New Business League(Malaysia) – Apr 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Leo Burnett	Naza TTDI, FrieslandCampina, BMW Group Digital and CRM	2.3		2.0
2	2	Grey Group	Hennessy XO, Shell Trading, Doubletree by Hilton	1.0		1.0
3	3	Publicis	Maggi	0.8		0.8
4	5=	DDB	J&J CRM, WWF, Proton Edar, Tokio Marine, Dyson	1.1	BMW CRM	0.6
5	5=	Dentsu	Kumon Education, Hitachi	0.4		0.4
6	4=	Bates	Mead Johnson EnfaGrow	0.3		0.3
7	5=	BBDO	New Straits Times Press	0.2		0.2
8=	8=	Y&R	LG Formula 1, LG Borderless, ECM Money	0.3	Disposable Soft Goods	0.1
8=	8=	Lowe	Baby Kiko	0.1		0.1
10=	10=	McCann WorldGroup	Libresse, New Straits Times	0.0		0.0
10=	10=	TBWA	ZI Productions, Invest Malaysia	0.0		0.0
10=	10=	JWT		0.0		0.0
10=	10=	M&C Saatchi		0.0		0.0
10=	10=	Euro RSCG		0.0		0.0
10=	10=	Saatchi and Saatchi		0.0		0.0
10=	10=	DraftFCB		0.0		0.0
17	17	Ogilvy	Dr Pipe	0.0	Maggi	(0.8)

Media New Business Scoreboard(Malaysia) –Apr 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1=	Mindshare	Air Asia, Bayer	0.5		0.5
2	1=	Universal McCann	Burberry Asia Pacific, AIA Asia Pacific, RHB Bank	0.3		0.3
3=	3=	MEC	ECM Money, Wrigley	0.2		0.2
3=	3=	PHD	The Curve, OSK	0.2		0.2
3=	3=	ZenithOptimedia	Naza Motors	0.2		0.2
6=	6=	Vizeum		0.1		0.1
6=	6=	Maxus	Shangri-la Asia Pacific	0.1		0.1
8=	8=	MPG		0.0		0.0
8=	8=	Starcom MediaVest		0.0		0.0
8=	8=	Initiative		0.0		0.0
8=	8=	MediaCom		0.0		0.0
12=	8=	OMD	Public Bank Berhad, Baby Kiko, Habib Jewels, 7-Eleven	0.1	Wrigley	(0.2)
12=	8=	Carat		0.0	Air Asia	(0.2)
CREATIVE AGENCIES						
Leo Burnett maintained the top position, securing Naza TTDI this month. Grey and Publicis also maintained their second and third positions on the back of previous wins. DDB moved to the fourth spot, snapping several wins including J&J CRM and WWF.						
MEDIA AGENCIES						
Mindshare jumped to the top position on the back of Air Asia win this month. Universal McCann went to the second, securing Burberry regional business. MEC, PHD and ZenithOptimedia shared the third place						
METHODOLOGY						
The R3 New Business League has been compiled each of the last 92 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.						
						