

Creative New Business League(Malaysia) –Apr 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	2	DDB	Perodua Corporate, Prudential	1.15		1.15
2	1	M&C Saatchi	Vertu, Tourism Malaysia (Part), Yeo's	1.03		1.03
3	3	Saatchi and Saatchi	F&N Dairies, Lenovo Asia Pacific, Emirates	0.70		0.70
4	4	BBDO	Blackberry Asia Pacific, Tesco Stores	0.30		0.30
5	5=	Lowe	Papa John's	0.20		0.20
6=	7=	Leo Burnett	Petronas Dagangan	0.10		0.10
6=	7=	Publicis	LG Digital Asia Pacific	0.10		0.10
8	9	Y&R	Yahoo! Southeast Asia	0.04		0.04
9=	5=	Grey Group	PEMANDU - Government Transformation Programme	0.20		0.00
9=	10=	Dentsu		0.00		0.00
9=	10=	Bates		0.00		0.00
9=	10=	DraftFCB		0.00		0.00
9=	10=	McCann WorldGroup		0.00		0.00
9=	10=	JWT		0.00		0.00
15	15	Ogilvy	Astro	0.07	Yahoo! Southeast Asia	(0.07)
16	16	Euro RSCG	Bosch Brand Asia Pacific	0.03	Dulux Asia Pacific	(0.12)
17	17	TBWA	Sarawak Tourism Board	0.15	Tourism Malaysia	(0.57)

Media New Business League(Malaysia) –Apr 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	ZenithOptimedia	Tourism Malaysia (Part), Indadi Utama	1.50		1.50
2	2	Mindshare	Unilever	1.00		1.00
3	3	Starcom MediaVest	Yahoo Asia Pacific, Tourism Malaysia (Part)	0.55		0.55
4	4	Universal McCann	Mudah.my, Carrefour	0.52		0.52
5	5	Vizeum	Tourism Malaysia, Indadi Utama	0.48		0.48
6=	7	Carat	DiGi Telecom, Suria KLCC, Rohto Mentholatum, YTL Hotels	0.29		0.29
6=	6	OMD	Siemens Medical Instruments, Levi's Asia Pacific, AXA Affin Life Insurance	0.29		0.29
8	9	MEC	Wrangler, Demak, Starwood Hotels Asia Pacific	0.20		0.20
9	8	PHD	Papa John's Pizza, Hotels.com Asia Pacific	0.17		0.17
10	10=	MPG	Bosch Brand Asia Pacific, Escada Asia Pacific	0.03		0.03
11=	10=	Maxus		0.00		0.00
11=	10=	Initiative		0.00		0.00
13	13	MediaCom		0.00	Carrefour	(0.60)

CREATIVE AGENCIES

DDB moved to top spot on the back of Perodua Corporate and Prudential new businesses. M&C Saatchi was a close second, securing Vertu. Saatchi&Saatchi and BBDO made up the rest of the top four.

MEDIA AGENCIES

It was a quiet month for multinational media agency league, top four stayed the same.

METHODOLOGY

The R3 New Business League has been compiled each of the last 104 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.

