

Creative New Business League(Malaysia) –August 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	Michelin, L'Oreal, Mars Asia Pacific, KL Golf & Country Club	2.73		2.73
2	2	M&C Saatchi	MRCB, BRDB	1.26		1.26
3	3	BBDO	SC Johnson Asia Pacific, KFC, VISA Asia Pacific, Mars Asia Pacific	0.91		0.91
4	4	Saatchi and Saatchi	Invida Asia Pacific, F&N Dairies, Lenovo Asia Pacific	0.72		0.72
5	5	Ogilvy	Malaysia Airlines, SC Johnson Asia Pacific, KLIA2, Saujana	0.66	Yahoo! Southeast Asia	0.52
6	6	Y&R	RHB Bank Berhad, East Coast Economic Region, Hyundai Sime Darby motors, Dairy Farm Giant	0.40		0.40
7	7=	Lowe	Zespri International Limited, IMU Education, Papa John's	0.33		0.33
8	7=	Publicis	LG Digital Asia Pacific	0.20		0.20
9	9	Leo Burnett	Chartered Institute of Management Accountants, Petronas Dagangan	0.13		0.08
10	10	Dentsu	Chelsea Football Club Southeast Asia	0.04		0.04
11	11	Grey Group	Danone Dumex, PEMANDU	0.22		0.02
12	12	Bates		0.00		0.00
13	13	JWT		0.00	Rimmel London Asia Pacific	(0.05)
14	14	Euro RSCG	Bosch Brand Asia Pacific	0.08	Dulux Asia Pacific	(0.07)
15	15	McCann WorldGroup		0.00	KFC	(0.20)
16	17	TBWA	Digi Telecommunications Sdn Bhd, Etiqa Insurance & Takaful Berhad, Greenhill Resources	0.30	Mars Asia Pacific	(0.62)
17	16	DraftFCB		0.00	SC Johnson Asia Pacific	(0.75)

Media New Business League(Malaysia) –August 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	1.54		1.54
2	5	OMD	Sony Asia Pacific, Estee Lauder, Siemens Medical Instruments	0.98		0.98
3	7	Carat	AirAsia, DiGi Telecom, Suria KLCC, Rohto Mentholatum	0.71		0.71
4	2	Mindshare	Unilever	1.00	AirAsia	0.60
5	3	Vizeum	Tourism Malaysia MICE, Newell Rubbermade	0.56		0.56
6	4	Starcom MediaVest	Yahoo Asia Pacific, Tourism Malaysia (Part)	0.55		0.55
7	6	PHD	SC Johnson Asia Pacific, Papa John's Pizza	0.32		0.32
8	10	MPG	Naza Group of Companies Digital, BNP Paribas, KL Metropolitan University Digital	0.31		0.31
9	9	Maxus	SC Johnson Asia Pacific	0.23		0.23
10	11	Universal McCann	Microsoft, Mudah.my, Carrefour	0.62	SC Johnson Asia Pacific	0.02
11	12	Initiative		0.00		0.00
12	8	MEC	Bernas, Haw Par Healthcare, Wrangler	0.27	Sony Asia Pacific	(0.23)
13	13	MediaCom	Mission Foods, Asiarooms, Yakult	0.07	Carrefour	(0.60)

CREATIVE AGENCIES

DDB kept on top spot on the back of previous wins, followed by M&C Saatchi. BBDO and Saatchi & Saatchi made up the rest of the top four.

MEDIA AGENCIES

ZenithOptimedia kept on the top spot on the back of previous wins. OMD was fast mover this month, securing strong Sony Asia Pacific new business. Carat jumped to third with AirAsia win. Mindshare made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 108 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.

