

Creative New Business League(Malaysia) – Dec 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	Unilever Food Solutions, Acmar International, Hotel Equatorial, Julie's Biscuits	1.8	Panasonic Viera	1.6
2	2=	Ogilvy	Emery Oleo chemicals Group, UPS Asia Pacific, DR PIPE, Amway	1.1		0.9
3	2=	BBDO	Astro, HP - Printers, Air Asia, CIMB Bank, Kopitiam	1.0	Allianz Asia Pacific	0.7
4	4	JWT	YTL, Kelloggs Asia Pacific, Epson Asia Pacific	0.6		0.6
5=	5=	Y&R	Hong Leong Bank - Vietnam, ING Insurance, Nokia Digital Asia Pacific	0.5		0.5
5=	5=	M&C Saatchi	Petronas lubricant	0.5		0.5
7	7	TBWA	Haagen Dazs, KDU College	0.5	Resorts World Global	0.4
8=	8=	McCann WorldGroup	LG-Festive Microsite, Mandarin Oriental, Proton	0.3	UPS Asia Pacific	0.2
8=	8=	Grey Group	Allianz Asia Pacific, Bandar Raya Development Berhad - CapSquare	0.2		0.2
8=	8=	Lowe	Baby Kiko	0.3	Surf Asia Pacific	0.2
11=	11=	Euro RSCG	Silverstone	0.1		0.1
11=	11=	Bates	Southern Lion, GSK	0.1		0.1
13=	13=	Saatchi and Saatchi		0.0		0.0
13=	13=	DraftFCB		0.0		0.0
15	15	Publicis	BMW Southeast Asia	0.1	Cadbury	(0.1)
16	16	Leo Burnett	Carrefour, Yomeishu, Philippine Airlines Global	0.3	Kelloggs Part Asia Pacific	(0.4)

Media New Business Scoreboard(Malaysia) –Dec 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Universal McCann	Cerebos, Telekom, Dutch Lady	1.4	UPS Asia Pacific	1.2
2	2	Carat	P1 - Green Packet, Nokia, Three Infinity digital, Lembah Sari digital	1.4	Maybank	1.1
3	3	OMD	Public Bank, Smart I-Mobile, KL Suria, Super Coffeemix Marketing	0.4		0.4
4=	4=	PHD	BH Petrol, HP Asia Pacific	0.3	HTC	0.3
4=	4=	ZenithOptimedia	Reckitt Benckiser Asia Pacific, Swarovski Asia Pacific	1.6	HP Asia Pacific	0.3
6=	6=	MPG	Tangjong Rhu Digital, 7-11 Digital, ICOM, Optimax	0.2	Swarovski Asia Pacific	0.2
6=	6=	Starcom MediaVest	Malaysia Airlines Global	0.3	Super Coffeemix Marketing	0.2
8=	8=	MEC	Sportathlon, Cognis Oleo Chemicals	0.5	Tesco, United International Picture	0.1
8=	8=	Maxus	UPS Asia Pacific	0.1		0.1
10=	10=	Vizeum	Stabilo	0.0		0.0
10=	10=	Initiative		0.0		0.0
12	12	Mindshare	United International Picture	0.2	Malaysia Airlines Global	(0.1)
13	13	MediaCom	Mid Valley Shopping Mall, World Islamic Economic Foundation	0.1	Nokia	(0.3)

CREATIVE AGENCIES

DDB finished the year on top with a dozen of wins which included Astro, Nippon Paint and Julie's Biscuits. Ogilvy maintained the second place with wins including Emery Oleo chemicals Group and UPS. BBDO and JWT finished third and fourth respectively

MEDIA AGENCIES

Universal McCann finished the year on the back of several massive wins which included Telekom and Cerebos. Carat maintained the second place with more than 40 wins which included Nokia and Green Packet. OMD and PHD finished third and fourth respectively.

METHODOLOGY

The R3 New Business League has been compiled each of the last 88 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.