

Creative New Business League(Malaysia) – Dec 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	Proton, Naza TTDI, FrieslandCampina, BMW Group Digital and CRM	3.79		3.49
2	2	DDB	Ciba Vision, Munchy's, Hong Leong Bank, Sunrise Property	3.32	Energizer	2.80
3	3	Publicis	Maggi, U Mobile, Nestle Milks, Sara Lee	2.05		2.05
4	4	Y&R	Cerebos, History Channel	2.08	Disposable Soft Goods	1.88
5	5	Grey Group	Pelaburan Hartanah Berhad, Panadol, OCBC Malaysia, Hennessy XO	1.23		1.23
6	6	M&C Saatchi	Volkswagen, Malaysia Airport, Bursa	0.75		0.75
7	7	BBDO	AsiaRooms.com, JNJ Baby, New Straits Times Press	0.72		0.72
8	8	Dentsu	Kumon Education, Hitachi	0.40		0.40
9	9=	Euro RSCG	Pfizer, AMD	0.33		0.33
10	9=	Bates	Mead Johnson EnfaGrow	0.25		0.25
11	12	TBWA	Salamfone, Unilever, Rohto-Mentholatum	0.64	Munchy's	0.02
12	11	DraftFCB		0.00		0.00
13	13	Lowe	F&N Dairies - Teapot, Unilever - AXE	0.30	JNJ Baby	-0.20
14	14=	Ogilvy	RHB Bank, Electrolux, Dr Pipe	0.12	Panadol	-0.78
15	14=	McCann WorldGroup	Islamic Finance Awards, Libresse, New Straits Times	0.15	Proton	-0.85
16	16	Saatchi and Saatchi	F&N Dairies	0.02	Tiger Beer	-0.98
17	17	JWT		0.00	YTL	-2.00

Media New Business League(Malaysia) –Dec 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1=	Starcom MediaVest	Telenor, Pemandu, Sunway Group	0.60		0.60
2	1=	Mindshare	Kraft/Cadbury, Air Asia, Bayer	0.70	Malaysia GPO	0.58
3	3=	OMD	World Kitchen, AXA	0.81	Wrigley	0.51
4	3=	Vizeum	Sharp, National Welfare Foundation	0.47		0.47
5	5=	ZenithOpti media	Sanofi Aventis, Malaysia GPO, Naza Motors	0.42		0.42
6	5=	Carat	Tiffany	0.70	Air Asia	0.37
7	7	MEC	Yeo Hiap Seng, Clinique	0.35		0.35
8	8=	Universal McCann	Burberry Asia Pacific, AIA Asia Pacific, RHB Bank	0.32	Tiffany	0.24
9	8=	PHD	The Curve, OSK	0.18		0.18
10	12=	MPG	Multiple	0.10		0.10
11	10=	Maxus	Shangri-la Asia Pacific	0.10	Burberry Asia Pacific	0.06
12	10=	MediaCom	Total Image, Electrolux Home Appliance	0.05		0.05
13	12=	Initiative		0.00		0.00

CREATIVE AGENCIES

Leo Burnett finished the year on top with strong Proton and Maybank wins. DDB ranked second spot on the back of Hong Leong Bank and Sunrise Property. Publicis and Y&R made up the rest of the top four.

MEDIA AGENCIES

Starcom finished on top spot for the year, followed by Mindshare. Starcom won Pemandu amongst others, and Mindshare secured Cadbury and Air Asia. OMD and Vizeum made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 100 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.

