

Creative New Business League(Malaysia) – Feb 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	FrieslandCampina, Samsung, BMW Group Digital and CRM	2.2		2.2
2	6=	Publicis	Maggi	0.8		0.8
3	6=	Grey Group	Doubletree by Hilton, Maybank Islamic Banking, Disposable Soft Goods	0.7		0.7
4=	3	Bates	Disposable Soft Goods	0.2		0.2
4=	NA	Dentsu	Hitachi	0.2		0.2
6=	2	DDB	TM Asia Life	0.3	Bank of Islam	0.1
6=	4=	Y&R	LG Formula 1, LG Borderless, ECM Money	0.3	Disposable Soft Goods	0.1
6=	4=	Lowe	Baby Kiko	0.1		0.1
9=	6=	TBWA	ZI Productions, Invest Malaysia	0.0		0.0
9=	6=	McCann WorldGroup	New Straits Times	0.0		0.0
9=	6=	BBDO		0.0		0.0
9=	6=	JWT		0.0		0.0
9=	6=	M&C Saatchi		0.0		0.0
9=	6=	Euro RSCG		0.0		0.0
9=	6=	Saatchi and Saatchi		0.0		0.0
9=	6=	DraftFCB		0.0		0.0
17	6=	Ogilvy		0.0	Maggi	(0.8)

Media New Business Scoreboard(Malaysia) –Feb 2010

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	RHB Bank	0.3		0.3
1=	4=	Mindshare	Bayer	0.3		0.33
3=	2=	MEC	Wrigley	0.2		0.2
3=	2=	PHD	The Curve, OSK	0.2		0.2
3=	4=	ZenithOptimedia	Naza Motors	0.2		0.2
6	4=	OMD	Public Bank Berhad, Baby Kiko, Habib Jewels, 7-Eleven	0.1		0.1
7=	4=	Vizeum		0.0		0.0
7=	4=	Carat		0.0		0.0
7=	4=	MPG		0.0		0.0
7=	4=	Starcom MediaVest		0.0		0.0
7=	4=	Maxus		0.0		0.0
7=	4=	Initiative		0.0		0.0
7=	4=	MediaCom		0.0		0.0

CREATIVE AGENCIES

Leo Burnett maintained the top position, securing FrieslandCampina and BMW Group Digital and CRM this month. Publicis jumped to the second place on the back of Maggi win. On third and fourth place were Grey, securing Doubletree by Hilton and Bates.

MEDIA AGENCIES

Universal McCann shared the first place with Mindshare, who snapped Bayer this month. MEC and PHD made up the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 90 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.

