

## Creative New Business League(Malaysia) – Jan 2010

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (US\$m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (US\$m)</b>
<b>1</b>	<b>16</b>	<b>Leo Burnett</b>	Samsung	0.4		0.4
<b>2</b>	<b>1</b>	<b>DDB</b>	TM Asia Life	0.3		0.3
<b>3</b>	<b>11=</b>	<b>Bates</b>	Disposable Soft Goods	0.2		0.2
<b>4=</b>	<b>5=</b>	<b>Y&amp;R</b>	LG Formula 1, LG Borderless, ECM Money	0.3	Disposable Soft Goods	0.1
<b>4=</b>	<b>8=</b>	<b>Lowe</b>	Baby Kiko	0.1		0.1
<b>6=</b>	<b>2</b>	<b>Ogilvy</b>		0.0		0.0
<b>6=</b>	<b>3</b>	<b>BBDO</b>		0.0		0.0
<b>6=</b>	<b>4</b>	<b>JWT</b>		0.0		0.0
<b>6=</b>	<b>5=</b>	<b>M&amp;C Saatchi</b>		0.0		0.0
<b>6=</b>	<b>7</b>	<b>TBWA</b>		0.0		0.0
<b>6=</b>	<b>8=</b>	<b>McCann WorldGroup</b>		0.0		0.0
<b>6=</b>	<b>8=</b>	<b>Grey Group</b>		0.0		0.0
<b>6=</b>	<b>11=</b>	<b>Euro RSCG</b>		0.0		0.0
<b>6=</b>	<b>13=</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>6=</b>	<b>13=</b>	<b>DraftFCB</b>		0.0		0.0
<b>6=</b>	<b>15</b>	<b>Publicis</b>		0.0		0.0

## Media New Business Scoreboard(Malaysia) –Jan 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
2=	8=	MEC	Wrigley	0.2		0.2
2=	4=	PHD	OSK	0.2		0.2
4=	10=	Vizeum		0.0		0.0
4=	4=	ZenithOpti media		0.0		0.0
4=	2	Carat		0.0		0.0
4=	3	OMD		0.0		0.0
4=	6=	MPG		0.0		0.0
4=	6=	Starcom MediaVest		0.0		0.0
4=	8=	Maxus		0.0		0.0
4=	10=	Initiative		0.0		0.0
4=	12	Mindshare		0.0		0.0
4=	13	MediaCom		0.0		0.0

### CREATIVE AGENCIES

Leo Burnett took the first place on the back of Samsung business. DDB went to the second position, securing TM Asia Life. Bates also snapped Disposable Soft Goods account and ranked the third. Y&R and Lowe shared the fourth position.

### MEDIA AGENCIES

Universal McCann took the first place on the back of RHB Bank win. MEC and PHD shared the second place, securing Wrigley and OSK respectively.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 89 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.

