

## Creative New Business League(Malaysia) –Jan 2011

<b>RANK THIS MONTH</b>	<b>RANK LAST YEAR</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>Saatchi and Saatchi</b>	Lenovo Asia Pacific, Emirates	0.40		0.40
<b>2</b>	<b>13</b>	<b>Lowe</b>	Papa John's	0.20		0.20
<b>3</b>	<b>6</b>	<b>M&amp;C Saatchi</b>	Yeo's, Bandaraya Development Berhad	0.17		0.17
<b>4=</b>	<b>1</b>	<b>Leo Burnett</b>	Petronas Dagangan	0.10		0.10
<b>4=</b>	<b>3</b>	<b>Publicis</b>	LG Digital Asia Pacific	0.10		0.10
<b>4=</b>	<b>7</b>	<b>BBDO</b>	Tesco Stores	0.10		0.10
<b>7=</b>	<b>2</b>	<b>DDB</b>		0.00		0.00
<b>7=</b>	<b>4</b>	<b>Y&amp;R</b>		0.00		0.00
<b>7=</b>	<b>5</b>	<b>Grey Group</b>		0.00		0.00
<b>7=</b>	<b>8</b>	<b>Dentsu</b>		0.00		0.00
<b>7=</b>	<b>9</b>	<b>Euro RSCG</b>		0.00		0.00
<b>7=</b>	<b>10</b>	<b>Bates</b>		0.00		0.00
<b>7=</b>	<b>12</b>	<b>DraftFCB</b>		0.00		0.00
<b>7=</b>	<b>15</b>	<b>McCann WorldGroup</b>		0.00		0.00
<b>7=</b>	<b>17</b>	<b>JWT</b>		0.00		0.00
<b>16</b>	<b>11</b>	<b>TBWA</b>		0.00	Beiersdorf	<b>(0.02)</b>
<b>17</b>	<b>14</b>	<b>Ogilvy</b>	Astro	0.07	Lenovo Asia Pacific	<b>(0.03)</b>

## Media New Business League(Malaysia) –Jan 2011

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
<b>1</b>	<b>8</b>	<b>Universal McCann</b>	Carrefour	0.50		0.50
<b>2</b>	<b>5</b>	<b>ZenithOpti media</b>	Burger King	0.43		0.43
<b>3</b>	<b>3</b>	<b>OMD</b>	Levi's Asia Pacific	0.25		0.25
<b>4</b>	<b>6</b>	<b>Carat</b>		0.05		0.05
<b>5</b>	<b>4</b>	<b>Vizeum</b>	Deutsche Bank	0.01		0.01
<b>6=</b>	<b>1</b>	<b>Starcom MediaVest</b>		0.00		0.00
<b>6=</b>	<b>2</b>	<b>Mindshare</b>		0.00		0.00
<b>6=</b>	<b>7</b>	<b>MEC</b>		0.00		0.00
<b>6=</b>	<b>9</b>	<b>PHD</b>		0.00		0.00
<b>6=</b>	<b>10</b>	<b>MPG</b>		0.00		0.00
<b>6=</b>	<b>11</b>	<b>Maxus</b>		0.00		0.00
<b>6=</b>	<b>13</b>	<b>Initiative</b>		0.00		0.00
<b>13</b>	<b>12</b>	<b>MediaCom</b>		0.00	Carrefour	<b>(0.60)</b>

### CREATIVE AGENCIES

In the first report of 2011, Saatchi&Saatchi led the way through the strong wins of Lenovo Asia Pacific and Emirates, followed by Lowe, securing Papa John's. M&C Saatchi was placed third, collecting Yeo's and Bandaraya Development Berhad.

### MEDIA AGENCIES

It was a quiet media month with UM leading the way on the back of Carrefour win from MediaCom. ZenithOptimedia was a close second, securing Burger King and other confidential wins. OMD and Carat made up the rest of the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 101 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.

