

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

<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>1</b>	<b>DDB</b>	Michelin, L'Oreal, Mars Asia Pacific, KL Golf & Country Club	2.73		2.73
<b>2</b>	<b>2</b>	<b>M&amp;C Saatchi</b>	MRCB, BRDB	1.26		1.26
<b>3</b>	<b>4</b>	<b>BBDO</b>	SC Johnson Asia Pacific, KFC, VISA Asia Pacific, Mars Asia Pacific	0.91		0.91
<b>4</b>	<b>3</b>	<b>Saatchi and Saatchi</b>	Invida Asia Pacific, F&N Dairies, Lenovo Asia Pacific	0.72		0.72
<b>5</b>	<b>14</b>	<b>Ogilvy</b>	Malaysia Airlines, SC Johnson Asia Pacific, KLIA2, Saujana	0.66	Yahoo! Southeast Asia	0.52
<b>6</b>	<b>5</b>	<b>Y&amp;R</b>	East Coast Economic Region, Hyundai Sime Darby motors, Dairy Farm Giant	0.30		0.30
<b>7=</b>	<b>6=</b>	<b>Lowe</b>	Papa John's	0.20		0.20
<b>7=</b>	<b>6=</b>	<b>Publicis</b>	LG Digital Asia Pacific	0.20		0.20
<b>9</b>	<b>8</b>	<b>Leo Burnett</b>	Chartered Institute of Management Accountants, Petronas Dagangan	0.13		0.08
<b>10</b>	<b>9</b>	<b>Dentsu</b>	Chelsea Football Club Southeast Asia	0.04		0.04
<b>11</b>	<b>10=</b>	<b>Grey Group</b>	Danone Dumex, PEMANDU	0.22		0.02
<b>12</b>	<b>10=</b>	<b>Bates</b>		0.00		0.00
<b>13</b>	<b>15</b>	<b>JWT</b>		0.00	Rimmel London Asia Pacific	(0.05)
<b>14</b>	<b>16</b>	<b>Euro RSCG</b>	Bosch Brand Asia Pacific	0.08	Dulux Asia Pacific	(0.07)
<b>15</b>	<b>10=</b>	<b>McCann WorldGroup</b>		0.00	KFC	(0.20)
<b>16</b>	<b>10=</b>	<b>DraftFCB</b>		0.00	SC Johnson Asia Pacific	(0.75)
<b>17</b>	<b>17</b>	<b>TBWA</b>	Sarawak Tourism Board	0.15	Mars Asia Pacific	(0.77)

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

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
<b>1</b>	<b>1</b>	<b>ZenithOptimedia</b>	Tourism Malaysia (Part), Indadi Utama	1.54		1.54
<b>2</b>	<b>2</b>	<b>Mindshare</b>	Unilever	1.00		1.00
<b>3</b>	<b>3</b>	<b>Vizeum</b>	Tourism Malaysia MICE, Newell Rubbermade	0.56		0.56
<b>4</b>	<b>4</b>	<b>Starcom MediaVest</b>	Yahoo Asia Pacific, Tourism Malaysia (Part)	0.55		0.55
<b>5</b>	<b>6</b>	<b>OMD</b>	Estee Lauder, Siemens Medical Instruments, Levi's Asia Pacific	0.48		0.48
<b>6</b>	<b>9</b>	<b>PHD</b>	SC Johnson Asia Pacific, Papa John's Pizza, Hotels.com Asia Pacific	0.32		0.32
<b>7</b>	<b>7</b>	<b>Carat</b>	DiGi Telecom, Suria KLCC, Rohto Mentholatum, YTL Hotels	0.31		0.31
<b>8</b>	<b>8</b>	<b>MEC</b>	Bernas, Haw Par Healthcare, Wrangler	0.27		0.27
<b>9</b>	<b>11=</b>	<b>Maxus</b>	SC Johnson Asia Pacific	0.23		0.23
<b>10</b>	<b>10</b>	<b>MPG</b>	Phillip Wain Digital, AME Securities Digital, KLM Digital	0.22		0.22
<b>11</b>	<b>5</b>	<b>Universal McCann</b>	Microsoft, Mudah.my, Carrefour	0.62	SC Johnson Asia Pacific	0.02
<b>12</b>	<b>11=</b>	<b>Initiative</b>		0.00		0.00
<b>13</b>	<b>13</b>	<b>MediaCom</b>	Yakult	0.03	Carrefour	<b>(0.64)</b>

### CREATIVE AGENCIES

DDB maintained on top spot on the back of previous wins, followed by M&C Saatchi. BBDO moved up to third on the back of excellent SC Johnson Asia Pacific and KFC wins. Saatchi & Saatchi made up the rest of the top four.

### MEDIA AGENCIES

ZenithOptimedia stayed on top spot, followed by Mindshare. Vizeum and Starcom made up the rest of the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 107 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.