

Creative New Business League(Malaysia) –June 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	Michelin, L'Oreal, Mars Asia Pacific, KL Golf & Country Club	2.73		2.73
2	2	M&C Saatchi	MRCB, BRDB	1.26		1.26
3	3	Saatchi and Saatchi	Invida Asia Pacific, F&N Dairies, Lenovo Asia Pacific	0.72		0.72
4	4	BBDO	VISA Asia Pacific, Mars Asia Pacific, Blackberry Asia Pacific	0.41		0.41
5	8=	Y&R	East Coast Economic Region, Hyundai Sime Darby motors, Dairy Farm Giant	0.30		0.30
6=	5	Lowe	Papa John's	0.20		0.20
6=	6	Publicis	LG Digital Asia Pacific	0.20		0.20
8	7	Leo Burnett	Chartered Institute of Management Accountants, Petronas Dagangan	0.13		0.08
9	8=	Dentsu	Chelsea Football Club Southeast Asia	0.04		0.04
10=	10=	Grey Group	PEMANDU - Government Transformation Programme	0.20		0.00
10=	10=	Bates		0.00		0.00
10=	10=	DraftFCB		0.00		0.00
10=	10=	McCann WorldGroup		0.00		0.00
14	15	Ogilvy	KLIA2, Saujana, Etiqa, Peremba Saujana Project	0.11	Yahoo! Southeast Asia	(0.03)
15	10=	JWT		0.00	Rimmel London Asia Pacific	(0.05)
16	16	Euro RSCG	Bosch Brand Asia Pacific	0.08	Dulux Asia Pacific	(0.07)
17	17	TBWA	Sarawak Tourism Board	0.15	Mars Asia Pacific	(0.77)

Media New Business League(Malaysia) –June 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	ZenithOptimedia	Tourism Malaysia (Part), Indadi Utama	1.52		1.52
2	2	Mindshare	Unilever	1.00		1.00
3	4	Vizeum	Tourism Malaysia MICE, Newell Rubbermade	0.56		0.56
4	3	Starcom MediaVest	Yahoo Asia Pacific, Tourism Malaysia (Part)	0.55		0.55
5	5	Universal McCann	Mudah.my, Carrefour	0.52		0.52
6	6=	OMD	Siemens Medical Instruments, Levi's Asia Pacific, AXA Affin Life Insurance	0.46		0.46
7	6=	Carat	DiGi Telecom, Suria KLCC, Rohto Mentholatum, YTL Hotels	0.31		0.31
8	8	MEC	Wrangler, Demak, Starwood Hotels Asia Pacific	0.20		0.20
9	9	PHD	Papa John's Pizza, Hotels.com Asia Pacific	0.17		0.17
10	10	MPG	Iskandar Regional Development Authority Digital, Naza Kia	0.13		0.13
11=	11=	Maxus		0.00		0.00
11=	11=	Initiative		0.00		0.00
13	13	MediaCom		0.00	Carrefour	(0.67)

CREATIVE AGENCIES

DDB kept its top position, securing Michelin, L'Oreal and Mars Asia Pacific new businesses. M&C Saatchi was placed second, on the back of previous wins. Saatchi & Saatchi and BBDO made up the rest of the top four.

MEDIA AGENCIES

ZenithOptimedia maintained top spot on the back of strong Tourism Malaysia win, 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 106 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.