

## Creative New Business League(Malaysia) – July 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>1</b>	<b>Leo Burnett</b>	Proton, Naza TTDI, Friesland Campina, BMW Digital and CRM	3.8		3.5
<b>2</b>	<b>2</b>	<b>Y&amp;R</b>	Tiger Beer, Mersing Laguna, Skypark	1.8	Disposable Soft Goods	1.6
<b>3</b>	<b>4</b>	<b>Publicis</b>	Nestle Milks, Sara Lee, Sime Darby, SCA	1.1		1.1
<b>4</b>	<b>3</b>	<b>Grey Group</b>	Hennessy XO, Shell Trading, Doubletree by Hilton	1.0		1.0
<b>5</b>	<b>5</b>	<b>DDB</b>	Celestial Movies, Ciba Vision, AirAsia, Proton Holdings	1.2	BMW CRM	0.9
<b>6</b>	<b>9=</b>	<b>BBDO</b>	JNJ Baby, New Straits Times Press	0.5		0.5
<b>7</b>	<b>6</b>	<b>Dentsu</b>	Kumon Education, Hitachi	0.4		0.4
<b>8</b>	<b>7=</b>	<b>Bates</b>	Mead Johnson EnfaGrow	0.3		0.3
<b>9</b>	<b>9=</b>	<b>M&amp;C Saatchi</b>	Bursa	0.2		0.2
<b>10</b>	<b>9=</b>	<b>Lowe</b>	F&N Dairies - Teapot, Unilever - AXE	0.3	JNJ Baby	0.1
<b>11=</b>	<b>12=</b>	<b>Euro RSCG</b>		0.0		0.0
<b>11=</b>	<b>12=</b>	<b>JWT</b>		0.0		0.0
<b>11=</b>	<b>12=</b>	<b>DraftFCB</b>		0.0		0.0
<b>14</b>	<b>15</b>	<b>TBWA</b>	Panasonic, ZI Productions, Invest Malaysia	0.1	Bursa	(0.2)
<b>15</b>	<b>16</b>	<b>Ogilvy</b>	Electrolux, Dr Pipe	0.1	Maggi	(0.7)
<b>16</b>	<b>11</b>	<b>McCann WorldGroup</b>	Islamic Finance Awards, Libresse, New Straits Times	0.1	Proton	(0.9)
<b>17</b>	<b>17</b>	<b>Saatchi and Saatchi</b>		0.0	Tiger Beer	(1.0)

## Media New Business Scoreboard(Malaysia) – July 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Mindshare	Air Asia, Bayer	0.5	Malaysia GPO	0.4
2=	2=	Universal McCann	Burberry Asia Pacific, AIA Asia Pacific, RHB Bank	0.3		0.3
2=	2=	ZenithOptimedia	Malaysia GPO, Naza Motors	0.3		0.3
2=	2=	Starcom MediaVest	Pemandu	0.3		0.3
2=	2=	MEC	Malaysia Airport Holding, Royal Jordan Airline, ECM Money, Wrigley	0.3		0.3
2=	2=	Carat		0.6	Air Asia	0.3
7	7	PHD	The Curve, OSK	0.2		0.2
8=	8=	OMD	AXA	0.4	Wrigley	0.1
8=	8=	Vizeum		0.1		0.1
8=	8=	Maxus	Shangri-la Asia Pacific	0.1		0.1
8=	8=	MediaCom	Total Image, Electrolux Home Appliance	0.1		0.1
12=	12=	Initiative		0.0		0.0
12=	12=	MPG		0.0		(0.3)

### CREATIVE AGENCIES

Leo Burnett maintained the top position securing Proton account this month. Publicis snapped several wins and move ahead to the third. Y&R and Grey made up the top four.

### MEDIA AGENCIES

A quiet month for Malaysia, all agency ranks stayed the same.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 95 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.