

Creative New Business League(Malaysia) – June 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Leo Burnett	Naza TTDI, FrieslandCampina, BMW Group Digital and CRM	2.3		2.0
2	9=	Y&R	Tiger Beer, Mersing Laguna, Skypark	1.8	Disposable Soft Goods	1.6
3	2	Grey Group	Hennessy XO, Shell Trading, Doubletree by Hilton	1.0		1.0
4	3	Publicis	Maggi	0.8		0.8
5	4	DDB	AirAsia, Proton Holdings, J&J CRM, WWF	1.2	BMW CRM	0.7
6	5	Dentsu	Kumon Education, Hitachi	0.4		0.4
7=	9=	Lowe	F&N Dairies - Teapot, Unilever - AXE	0.3		0.3
7=	6	Bates	Mead Johnson EnfaGrow	0.3		0.3
9=	7=	BBDO	New Straits Times Press	0.2		0.2
9=	7=	M&C Saatchi	Bursa	0.2		0.2
11	9=	McCann WorldGroup	Islamic Finance Awards, Libresse, New Straits Times	0.1		0.1
12=	12=	JWT		0.0		0.0
12=	12=	Euro RSCG		0.0		0.0
12=	12=	DraftFCB		0.0		0.0
15	16	TBWA	Panasonic, ZI Productions, Invest Malaysia	0.1	Bursa	(0.2)
16	17	Ogilvy	Dr Pipe	0.0	Maggi	(0.8)
17	12=	Saatchi and Saatchi		0.0	Tiger Beer	(1.0)

Media New Business Scoreboard(Malaysia) –June 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		0.5
2=	2	Universal McCann	Burberry Asia Pacific, AIA Asia Pacific, RHB Bank	0.3		0.3
2=	4=	ZenithOptimedia	Malaysia GPO, Naza Motors	0.3		0.3
2=	2=	Starcom MediaVest	Pemandu	0.3		0.3
2=	4=	MEC	Malaysia Airport Holding, Royal Jordan Airline, ECM Money, Wrigley	0.3		0.3
2=	12	Carat		0.6	Air Asia	0.3
7	4=	PHD	The Curve, OSK	0.2		0.2
8=	7=	OMD	AXA	0.4	Wrigley	0.1
8=	7=	Vizeum		0.1		0.1
8=	7=	Maxus	Shangri-la Asia Pacific	0.1		0.1
8=	10=	MediaCom	Total Image, Electrolux Home Appliance	0.1		0.1
12=	10=	Initiative		0.0		0.0
12=	13	MPG		0.0		(0.3)

CREATIVE AGENCIES

Leo Burnett maintained the top position on the back of previous wins. Y&R jumped to the second spot, securing Tiger Beer and several other wins. Grey and Publicis made up the top four

MEDIA AGENCIES

Mindshare maintained the top position despite the Malaysia GPO loss, Universal McCann, ZenithOptimedia, Starcom, MEC and Carat shared the second place

METHODOLOGY

The R3 New Business League has been compiled each of the last 94 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.

