

Creative New Business League(Malaysia) – Sep 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	Proton, Naza TTDI, FrieslandCampina, BMW Group Digital and CRM	3.8		3.5
2	2	DDB	Munchy's, Hong Leong Bank, Sunrise Property	3.3	Energizer	2.8
3	3	Y&R	Cerebos, History Channel	2.1	Disposable Soft Goods	1.9
4	4	Publicis	U Mobile, Nestle Milks, Sara Lee	1.6		1.6
5	5	Grey Group	OCBC Malaysia, Hennessy XO, Shell Trading, Doubletree by Hilton	1.1		1.1
6	6	M&C Saatchi	Volkswagen, Malaysia Airport, Bursa	0.8		0.8
7	7	BBDO	JNJ Baby, New Straits Times Press	0.7		0.7
8	8	Dentsu	Kumon Education, Hitachi	0.4		0.4
9=	10=	Euro RSCG	AMD	0.3		0.3
9=	9	Bates	Mead Johnson EnfaGrow	0.3		0.3
11	10=	TBWA	Energizer, Panasonic, ZI Productions	0.5	Bursa	0.2
12=	12=	JWT		0.0		0.0
12=	12=	DraftFCB		0.0		0.0
14	14	Lowe	F&N Dairies - Teapot, Unilever - AXE	0.3	JNJ Baby	(0.2)
15	15	Ogilvy	Electrolux, Dr Pipe	0.1	Maggi	(0.7)
16	16	McCann WorldGroup	Islamic Finance Awards, Libresse, New Straits Times	0.1	Proton	(0.9)
17	17	Saatchi and Saatchi		0.0	Tiger Beer	(1.0)

Media New Business Scoreboard(Malaysia) –Sep 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1=	8=	OMD	World Kitchen, AXA	0.8	Wrigley	0.5
1=	1	Vizeum	Sharp, National Welfare Foundation	0.5		0.5
3	2	Mindshare	Air Asia, Bayer	0.5	Malaysia GPO	0.4
4=	3=	Universal McCann	Burberry Asia Pacific, AIA Asia Pacific, RHB Bank	0.3		0.3
4=	3=	ZenithOptimedia	Malaysia GPO, Naza Motors	0.3		0.3
4=	3=	Carat		0.6	Air Asia	0.3
4=	3=	MEC	TIME dotCom, Malaysia Airport Holding, Royal Jordan Airline, Wrigley	0.3		0.3
4=	3=	Starcom MediaVest	Pemandu	0.3		0.3
9	8=	PHD	The Curve, OSK	0.2		0.2
10=	10=	Maxus	Shangri-la Asia Pacific	0.1	Burberry Asia Pacific	0.1
10=	10=	MediaCom	Total Image, Electrolux Home Appliance	0.1		0.1
12=	12=	Initiative		0.0		0.0
12=	12=	MPG		0.0		0.0

CREATIVE AGENCIES

Leo Burnett still maintained the top position. DDB maintained the second securing Munchy's. Y&R won Cerebos, and Publicis picked up U Mobile.

MEDIA AGENCIES

OMD collected several wins this month and shared the top position with Vizeum. Mindshare stepped down to the third place. Universal McCann, ZenithOptimedia, Carat, MEC and Starcom shared the fourth place.

METHODOLOGY

The R3 New Business League has been compiled each of the last 97 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.

