

## Creative New Business League(Malaysia) – Mar 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>	FrieslandCampina, Samsung, BMW Group Digital and CRM	2.2		1.9
<b>2</b>	<b>3</b>	<b>Grey Group</b>	Hennessy XO, Shell Trading, Doubletree by Hilton	1.0		1.0
<b>3</b>	<b>2</b>	<b>Publicis</b>	Maggi	0.8		0.8
<b>4</b>	<b>4=</b>	<b>Bates</b>	Mead Johnson EnfaGrow, Disposable	0.3		0.3
<b>5=</b>	<b>4=</b>	<b>Dentsu</b>	Hitachi	0.2		0.2
<b>5=</b>	<b>6=</b>	<b>DDB</b>	Kenny Rogers Roaster, Silky Girl, TM Asia Life	0.4	Bank of Islam	0.2
<b>5</b>	<b>9=</b>	<b>BBDO</b>	New Straits Times Press	0.2		0.2
<b>8=</b>	<b>6=</b>	<b>Y&amp;R</b>	LG Formula 1, LG Borderless, ECM Money	0.3	Disposable Soft Goods	0.1
<b>8=</b>	<b>6=</b>	<b>Lowe</b>	Baby Kiko	0.1		0.1
<b>10=</b>	<b>9=</b>	<b>TBWA</b>	ZI Productions, Invest Malaysia	0.0		0.0
<b>10=</b>	<b>9=</b>	<b>McCann WorldGroup</b>	New Straits Times	0.0		0.0
<b>10=</b>	<b>9=</b>	<b>JWT</b>		0.0		0.0
<b>10=</b>	<b>9=</b>	<b>M&amp;C Saatchi</b>		0.0		0.0
<b>10=</b>	<b>9=</b>	<b>Euro RSCG</b>		0.0		0.0
<b>10=</b>	<b>9=</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>10=</b>	<b>9=</b>	<b>DraftFCB</b>		0.0		0.0
<b>17</b>	<b>6=</b>	<b>Ogilvy</b>		0.0	Maggi	<b>(0.8)</b>

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

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1=	1=	Universal McCann	RHB Bank	0.3		0.3
1=	1=	Mindshare	Bayer	0.3		0.33
3=	3=	MEC	Wrigley	0.2		0.2
3=	3=	PHD	The Curve, OSK	0.2		0.2
3=	3=	ZenithOptimedia	Naza Motors	0.2		0.2
6=	7=	Maxus	Shangri-la Asia Pacific	0.1		0.1
6=	7=	Vizeum		0.1		0.1
8=	6	OMD	Public Bank Berhad, Baby Kiko, Habib Jewels, 7-Eleven	0.1	Shangri-la Asia Pacific	0.0
8=	7=	Carat		0.0		0.0
8=	7=	MPG		0.0		0.0
8=	7=	Starcom MediaVest		0.0		0.0
8=	7=	Initiative		0.0		0.0
8=	7=	MediaCom		0.0		0.0
<b>CREATIVE AGENCIES</b>						
Leo Burnett maintained the top position on the back of previous wins. Grey moved to the second place securing several wins including Hennessy XO and Shell Trading. Publicis and Bates made up the top four.						
<b>MEDIA AGENCIES</b>						
A quiet month for Malaysia, the top four positions remained the same.						
<b>METHODOLOGY</b>						
The R3 New Business League has been compiled each of the last 91 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 <a href="mailto:greg@rthree.com">greg@rthree.com</a> or visit <a href="http://www.rthree.com">www.rthree.com</a> 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.						
						