

Creative New Business League(Malaysia) – Mar 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	M&C Saatchi	Tourism Malaysia (Part), Yeo's, Bandaraya Development Berhad	0.87		0.87
2	2	DDB	Tourism Malaysia (Part), Nippon Paint	0.75		0.75
3	3	Saatchi and Saatchi	F&N Dairies, Lenovo Asia Pacific, Emirates	0.70		0.70
4	4	BBDO	Blackberry Asia Pacific, Tesco Stores	0.30		0.30
5=	5	Lowe	Papa John's	0.20		0.20
5=	9=	Grey Group	PEMANDU - Government Transformation Programme	0.20		0.20
7=	6=	Leo Burnett	Petronas Dagangan	0.10		0.10
7=	6=	Publicis	LG Digital Asia Pacific	0.10		0.10
9	8	Y&R	Yahoo! Southeast Asia	0.04		0.04
10=	9=	Dentsu		0.00		0.00
10=	9=	Bates		0.00		0.00
10=	9=	DraftFCB		0.00		0.00
10=	9=	McCann WorldGroup		0.00		0.00
10=	9=	JWT		0.00		0.00
15	16	Ogilvy	Astro	0.07	Yahoo! Southeast Asia	(0.07)
16	9=	Euro RSCG		0.00	Dulux Asia Pacific	(0.15)
17	17	TBWA	Sarawak Tourism Board	0.15	Tourism Malaysia	(0.57)

Media New Business League(Malaysia) – Mar 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	1.50		1.50
2	2	Mindshare	Unilever	1.00		1.00
3	3	Starcom MediaVest	Yahoo Asia Pacific, Tourism Malaysia (Part)	0.55		0.55
4	4	Universal McCann	Mudah.my, Carrefour	0.52		0.52
5	7	Vizeum	Tourism Malaysia, Indadi Utama	0.48		0.48
6	5	OMD	Siemens Medical Instruments, Levi's Asia Pacific, AXA Affin Life Insurance	0.29		0.29
7	6	Carat	Suria KLCC, Rohto Mentholatum, YTL Hotels	0.28		0.28
8	8	PHD	Papa John's Pizza, Hotels.com Asia Pacific	0.17		0.17
9	9	MEC	Demak, Starwood Hotels Asia Pacific	0.16		0.16
10=	10=	MPG		0.00		0.00
10=	10=	Maxus		0.00		0.00
10=	10=	Initiative		0.00		0.00
13	13	MediaCom		0.00	Carrefour	(0.60)

CREATIVE AGENCIES

All top four stayed the same, only Saatchi & Saatchi won F&N Dairies. Grey was fastest mover this month on the back of PEMANDU project win.

MEDIA AGENCIES

ZenithOptimedia maintained top spot, followed by Mindshare. Starcom won Yahoo Asia Pacific new business, and ranked third. UM made up the rest of the top four on the back of Mudah.my win.

METHODOLOGY

The R3 New Business League has been compiled each of the last 103 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.