

Creative New Business League(Malaysia) – May 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	2	Grey Group	Hennessy XO, Shell Trading, Doubletree by Hilton	1.0		1.0
3	3	Publicis	Maggi	0.8		0.8
4	4	DDB	J&J CRM, WWF, Proton Edar, Tokio Marine, Dyson	1.1	BMW CRM	0.6
5	5	Dentsu	Kumon Education, Hitachi	0.4		0.4
6	6	Bates	Mead Johnson EnfaGrow	0.3		0.3
7=	7	BBDO	New Straits Times Press	0.2		0.2
7=	10=	M&C Saatchi	Bursa	0.2		0.2
9=	10=	McCann WorldGroup	Islamic Finance Awards, Libresse, New Straits Times	0.1		0.1
9=	8=	Y&R	LG Formula 1, LG Borderless, ECM Money	0.3	Disposable Soft Goods	0.1
9=	8=	Lowe	Baby Kiko	0.1		0.1
12=	10=	JWT		0.0		0.0
12=	10=	Euro RSCG		0.0		0.0
12=	10=	Saatchi and Saatchi		0.0		0.0
12=	10=	DraftFCB		0.0		0.0
16	10=	TBWA	Panasonic, ZI Productions, Invest Malaysia	0.1	Bursa	(0.3)
17	17	Ogilvy	Dr Pipe	0.0	Maggi	(0.8)

Media New Business Scoreboard(Malaysia) – May 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=	8=	Starcom MediaVest	Pemandu	0.3		0.3
4=	3=	MEC	ECM Money, Wrigley	0.2		0.2
4=	3=	PHD	The Curve, OSK	0.2		0.2
4=	3=	ZenithOptimedia	Naza Motors	0.2		0.2
7=	12=	OMD	AXA	0.4	Wrigley	0.1
7=	6=	Vizeum		0.1		0.1
7=	6=	Maxus	Shangri-la Asia Pacific	0.1		0.1
10=	8=	Initiative		0.0		0.0
10=	8=	MediaCom		0.0		0.0
12	12=	Carat		0.0	Air Asia	(0.2)
8=	8=	MPG		0.0	AXA	(0.3)

CREATIVE AGENCIES

Only a few account movements and top 4 agencies ranks stayed the same. M&C Saatchi took the Bursa business out of TBWA

MEDIA AGENCIES

Mindshare maintained the top position on the back of previous wins. Starcom secured Pemandu and shared the second position with Universal McCann. MEC, PHD and ZenithOptimedia share the fourth place

METHODOLOGY

The R3 New Business League has been compiled each of the last 93 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.

