

Creative New Business League(Malaysia) – May 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	Intel Asia Pacific, Skol, Danish Royal Stout	2.31		2.31
2	2	M&C Saatchi	MRCB, BRDB	1.26		1.26
3	3	Saatchi and Saatchi	Invida Asia Pacific, F&N Dairies, Lenovo Asia Pacific	0.72		0.72
4	4	BBDO	Blackberry Asia Pacific, Tesco Stores	0.30		0.30
5	5	Lowe	Papa John's	0.20		0.20
6	6=	Publicis	LG Digital Asia Pacific	0.10		0.10
7	6=	Leo Burnett	Petronas Dagangan	0.10		0.05
8=	8	Y&R	Yahoo! Southeast Asia	0.04		0.04
8=	9=	Dentsu	Chelsea Football Club Southeast Asia	0.04		0.04
10=	9=	Grey Group	PEMANDU - Government Transformation Programme	0.20		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	15	Ogilvy	Etiqa, Peremba Saujana Project	0.09	Yahoo! Southeast Asia	(0.05)
16	16	Euro RSCG	Bosch Brand Asia Pacific	0.08	Dulux Asia Pacific	(0.07)
17	17	TBWA	Sarawak Tourism Board	0.15	Tourism Malaysia	(0.57)

Media New Business League(Malaysia) – May 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	5	Vizeum	Tourism Malaysia MICE, Newell Rubbermade	0.54		0.54
5	4	Universal McCann	Mudah.my, Carrefour	0.52		0.52
6=	6=	Carat	DiGi Telecom, Suria KLCC, Rohto Mentholatum, YTL Hotels	0.29		0.29
6=	6=	OMD	Siemens Medical Instruments, Levi's Asia Pacific, AXA Affin Life Insurance	0.29		0.29
8	8	MEC	Wrangler, Demak, Starwood Hotels Asia Pacific	0.20		0.20
9	9	PHD	Papa John's Pizza, Hotels.com Asia Pacific	0.17		0.17
10	10	MPG	Iskandar Regional Development Authority Digital, Naza Kia	0.13		0.13
11=	11=	Maxus		0.00		0.00
11=	11=	Initiative		0.00		0.00
13	13	MediaCom		0.00	Carrefour	(0.66)

CREATIVE AGENCIES

DDB's excellent Intel Asia Pacific win kept their top spot. M&C Saatchi was placed second, securing MRCB and BRDB. Saatchi and Saatchi and BBDO made up the rest of the top four.

MEDIA AGENCIES

ZenithOptimedia kept on top spot on the back of strong Tourism Malaysia, followed by Mindshare. Starcom was placed third. Vizeum claimed Tourism Malaysia MICE and Newell Rubbermade, and made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 105 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.