

## Creative New Business League(Malaysia) –November 2011

<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>DDB</b>	Astro Malay Segment	3.15	Philips Asia Pacific	2.25
<b>2</b>	<b>5</b>	<b>Ogilvy</b>	Philips Asia Pacific, Kuwait Finance House, Extra	1.48	Yahoo! Southeast Asia	1.34
<b>3</b>	<b>2</b>	<b>M&amp;C Saatchi</b>	Genting	1.33	ANZ Asia Pacific	1.13
<b>4</b>	<b>3</b>	<b>BBDO</b>	ExxonMobil Asia Pacific	1.11		1.11
<b>5</b>	<b>4</b>	<b>Saatchi and Saatchi</b>	Invida Asia Pacific, F&N Dairies, Lenovo Asia Pacific	0.72		0.72
<b>6</b>	<b>7=</b>	<b>Publicis</b>	Merck OTC Brands	0.44	Boehringer	0.43
<b>7</b>	<b>7=</b>	<b>Lowe</b>	Zespri International Limited, IMU Education, Papa John's	0.33		0.33
<b>8</b>	<b>9</b>	<b>Leo Burnett</b>	Chartered Institute of Management Accountants, Petronas Dagangan	0.13		0.08
<b>9=</b>	<b>10=</b>	<b>Grey Group</b>	Maybank Campaigns, Danone Dumex, PEMANDU	0.25		0.05
<b>9=</b>	<b>10=</b>	<b>Bates</b>	Chevrolet	0.05		0.05
<b>11</b>	<b>12</b>	<b>Dentsu</b>	Chelsea Football Club Southeast Asia	0.04		0.04
<b>12</b>	<b>6</b>	<b>Y&amp;R</b>	RHB Bank Berhad, East Coast Economic Region, Hyundai Sime Darby motors, Dairy Farm Giant	0.40	Astro Malay Segment	0.00
<b>13</b>	<b>13</b>	<b>Euro RSCG</b>	Bosch Brand Asia Pacific	0.13	Dulux Asia Pacific	(0.02)
<b>14</b>	<b>14</b>	<b>JWT</b>		0.00	Rimmel London Asia Pacific	(0.05)
<b>15</b>	<b>15</b>	<b>McCann WorldGroup</b>	Mitsubishi Motors, KLCC	0.04	ExxonMobil Asia Pacific	(0.38)
<b>16=</b>	<b>16</b>	<b>TBWA</b>	Ricoh	0.32	Mars Asia Pacific	(0.75)
<b>16=</b>	<b>17</b>	<b>DraftFCB</b>		0.00	SC Johnson Asia Pacific	(0.75)

# Media New Business League(Malaysia) –November 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	City Chain	1.80	Marriott International Asia Pacific	1.70
2	3	Universal McCann	ExxonMobil Asia Pacific	1.72	SC Johnson Asia Pacific	1.02
3	5	Vizeum	Panasonic	0.83		0.83
4	6	MediaCom	Revlon Asia Pacific	1.44	Carrefour	0.77
5	2	OMD	Sony Asia Pacific, Estee Lauder, Siemens Medical Instruments, Levi's Asia Pacific	1.04	ExxonMobil Asia Pacific	0.69
6	4	Maxus	L'Oreal, SC Johnson Asia Pacific	0.63		0.63
7	7	PHD	Sony Ericsson Asia Pacific	0.47		0.47
8	8	MPG	Iskandar Region Development Authority	0.33		0.33
9	10	Carat	Philips Asia Pacific	1.18		(0.02)
10	9	Initiative	Clorox	0.05	Revlon Asia Pacific	(0.05)
11	12	Starcom MediaVest	Mars and Wrigley SEA, Yahoo Asia Pacific, Tourism Malaysia (Part)	0.75	P&G SEA	(0.30)
12	11	MEC	Aino Living	0.45	Sony Ericsson Asia Pacific	(0.35)
13	13	Mindshare		0.00	AirAsia	(0.40)

## CREATIVE AGENCIES

DDB maintained on top spot with Astro new business. Ogilvy was fastest mover this month on the back of excellent Philips Asia Pacific win. M&C Saatchi and BBDO made up the rest of the top four.

## MEDIA AGENCIES

ZenithOptimedia stayed on top spot with City Chain win. Universal McCann jumped to second, securing ExxonMobil Asia Pacific new business. Vizeum and MediaCom made up the rest of the top four.

## METHODOLOGY

The R3 New Business League has been compiled each of the last 111 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.

