

## Creative New Business League(Malaysia) –October 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>	Prudential Assurance, Mars Asia Pacific, KL Golf & Country Club	2.75		2.75
<b>2</b>	<b>2</b>	<b>M&amp;C Saatchi</b>	MRCB, BRDB	1.26	ANZ Asia Pacific	1.06
<b>3</b>	<b>3</b>	<b>BBDO</b>	SC Johnson Asia Pacific, KFC, VISA Asia Pacific, Mars Asia Pacific	0.91		0.91
<b>4</b>	<b>4</b>	<b>Saatchi and Saatchi</b>	Invida Asia Pacific, F&N Dairies, Lenovo Asia Pacific	0.72		0.72
<b>5</b>	<b>5</b>	<b>Ogilvy</b>	Malaysia Airlines, SC Johnson Asia Pacific, KLIA2, Saujana	0.66	Yahoo! Southeast Asia	0.52
<b>6</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		0.40
<b>7=</b>	<b>7=</b>	<b>Lowe</b>	Zespri International Limited, IMU Education, Papa John's	0.33		0.33
<b>7=</b>	<b>7=</b>	<b>Publicis</b>	Fluorescent Squid, Air Asia X, Hong Leong	0.34	Boehringer	0.33
<b>9</b>	<b>9</b>	<b>Leo Burnett</b>	Chartered Institute of Management Accountants, Petronas Dagangan	0.13		0.08
<b>10=</b>	<b>10</b>	<b>Grey Group</b>	Maybank Campaigns, Danone Dumex, PEMANDU	0.25		0.05
<b>10=</b>	<b>12</b>	<b>Bates</b>	Chevrolet	0.05		0.05
<b>12</b>	<b>11</b>	<b>Dentsu</b>	Chelsea Football Club Southeast Asia	0.04		0.04
<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	Prudential Assurance	(0.18)
<b>16</b>	<b>16</b>	<b>TBWA</b>	Digi Telecommunications, Etiqa Insurance & Takaful Berhad, Greenhill Resources	0.30	Mars Asia Pacific	(0.62)
<b>17</b>	<b>17</b>	<b>DraftFCB</b>		0.00	SC Johnson Asia Pacific	(0.75)

# Media New Business League(Malaysia) –October 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
<b>1</b>	<b>1</b>	<b>ZenithOptimedia</b>	KAO, Tourism Malaysia (Part), Indadi Utama	1.73	Marriott International Asia Pacific	1.63
<b>2</b>	<b>2</b>	<b>OMD</b>	Sony Asia Pacific, Estee Lauder, Siemens Medical Instruments	1.04		1.04
<b>3</b>	<b>9</b>	<b>Universal McCann</b>	KFC, Pizza Hut	1.62	SC Johnson Asia Pacific	0.92
<b>4</b>	<b>4</b>	<b>Maxus</b>	L'Oreal, SC Johnson Asia Pacific	0.63		0.63
<b>5</b>	<b>5</b>	<b>Vizeum</b>	Tourism Malaysia MICE, Newell Rubbermade	0.58		0.58
<b>6</b>	<b>6</b>	<b>MediaCom</b>	Coca-Cola, P&G SEA, Mission Foods, Asiarooms	1.19	Carrefour	0.52
<b>7</b>	<b>7=</b>	<b>PHD</b>	SC Johnson Asia Pacific, Papa John's Pizza	0.37		0.37
<b>8</b>	<b>7=</b>	<b>MPG</b>	A&W Family Restaurants, Naza Group of Companies Digital	0.32		0.32
<b>9</b>	<b>10</b>	<b>Initiative</b>	Clorox	0.05		0.05
<b>10</b>	<b>3</b>	<b>Carat</b>	AirAsia, DiGi Telecom, Suria KLCC	0.93	Pizza Hut	(0.26)
<b>11</b>	<b>13</b>	<b>MEC</b>	Marriott International Asia Pacific, Sincere Watch/A Lange Sohne	0.43	Wrigley SEA	(0.27)
<b>12</b>	<b>11</b>	<b>Starcom MediaVest</b>	Mars and Wrigley SEA, Yahoo Asia Pacific, Tourism Malaysia (Part)	0.75	P&G SEA	(0.30)
<b>13</b>	<b>12</b>	<b>Mindshare</b>		0.00	AirAsia	(0.40)

## CREATIVE AGENCIES

It was a quiet month for multinational creative agency league, only Bates secured Chevrolet new business.

## MEDIA AGENCIES

ZenithOptimedia stayed on top spot with KAO new business, followed by OMD. Universal McCann was fastest mover this month on the back of excellent KFC and Pizza Hut new businesses. Maxus made up the rest of the top four.

## METHODOLOGY

The R3 New Business League has been compiled each of the last 110 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.