

## Creative New Business League(Malaysia) –September 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>8</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>11</b>	<b>Grey Group</b>	Maybank Campaigns, Danone Dumex, PEMANDU	0.25		0.05
<b>11</b>	<b>10</b>	<b>Dentsu</b>	Chelsea Football Club Southeast Asia	0.04		0.04
<b>12</b>	<b>12</b>	<b>Bates</b>		0.00		0.00
<b>13</b>	<b>14</b>	<b>Euro RSCG</b>	Bosch Brand Asia Pacific	0.13	Dulux Asia Pacific	(0.02)
<b>14</b>	<b>13</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) –September 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>	Tourism Malaysia (Part), Indadi Utama	1.54		1.54
<b>2</b>	<b>2</b>	<b>OMD</b>	Sony Asia Pacific, Estee Lauder, Siemens Medical Instruments	0.98		0.98
<b>3</b>	<b>3</b>	<b>Carat</b>	AirAsia, DiGi Telecom	0.93		0.93
<b>4</b>	<b>9</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>13</b>	<b>MediaCom</b>	P&G SEA, Mission Foods, Asiarooms, Yakult	1.07	Carrefour	0.40
<b>7=</b>	<b>8</b>	<b>MPG</b>	A&W Family Restaurants, Naza Group of Companies Digital	0.32		0.32
<b>7=</b>	<b>7</b>	<b>PHD</b>	SC Johnson Asia Pacific, Papa John's Pizza, Hotels.com Asia Pacific	0.32		0.32
<b>9</b>	<b>10</b>	<b>Universal McCann</b>	Microsoft, Mudah.my, Carrefour	0.62	SC Johnson Asia Pacific	0.02
<b>10</b>	<b>11</b>	<b>Initiative</b>		0.00		0.00
<b>11</b>	<b>6</b>	<b>Starcom MediaVest</b>	Mars and Wrigley SEA, Yahoo Asia Pacific, Tourism Malaysia (Part)	0.75	P&G SEA	(0.25)
<b>12</b>	<b>4</b>	<b>Mindshare</b>		0.00	AirAsia	(0.40)
<b>13</b>	<b>12</b>	<b>MEC</b>	Sincere Watch/A Lange Sohne, Bernas, Haw Par Healthcare	0.28	Wrigley SEA	(0.42)

## CREATIVE AGENCIES

DDB stayed on top spot on the back of strong Prudential Assurance win, followed by M&C Saatchi. BBDO and Saatchi&Saatchi made up the rest of the top four.

## MEDIA AGENCIES

ZenithOptimedia stayed on top spot, followed by OMD. Carat made up the rest of the top four with Maxus, who picked up L'Oreal.

## METHODOLOGY

The R3 New Business League has been compiled each of the last 109 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.

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