

## Creative New Business League(Malaysia) –Jun 2012

| <b>RANK<br/>THIS<br/>MONTH</b> | <b>RANK<br/>LAST<br/>MONTH</b> | <b>AGENCY</b>                  | <b>Recent Wins</b>  | <b>Estimated YTD<br/>Revenue<br/>(US\$m)</b> | <b>Recent Losses</b>     | <b>Overall YTD<br/>Revenue<br/>(US\$m)</b> |
|--------------------------------|--------------------------------|--------------------------------|---|--|--------------------------|--|
| <b>1</b>                       | <b>16</b>                      | <b>Lowe</b>                    | Perodua Automobiles, Jotun<br>Paints, Spritzer Tinge  | 3.80   | IKEA                     | 3.30                                       |
| <b>2</b>                       | <b>1</b>                       | <b>Leo Burnett</b>             | YTL Hotels, IKEA, Maybank   | 2.53   |                          | 2.53                                       |
| <b>3</b>                       | <b>3</b>                       | <b>Publicis</b>                | Paling Industries Sdn Bhd, CCM,<br>Zurich   | 1.37   |                          | 1.37                                       |
| <b>4</b>                       | <b>2</b>                       | <b>McCann<br/>WorldGroup</b>   | Nestle, Maxis   | 1.70   | Ferrero SEA              | 1.20                                       |
| <b>5</b>                       | <b>4</b>                       | <b>DDB</b>                     | Fonterra Project, Philips Project,<br>Star Media Group                                      | 1.48   | Philips Asia Pacific     | 0.98                                       |
| <b>6</b>                       | <b>5</b>                       | <b>Euro RSCG</b>               | Aivoria Group, AmBank, Old Town<br>White Coffee   | 0.47   |                          | 0.47                                       |
| <b>7</b>                       | <b>8=</b>                      | <b>Grey Group</b>              | Ferrero SEA   | 0.38   |                          | 0.38                                       |
| <b>8</b>                       | <b>6</b>                       | <b>M&amp;C<br/>Saatchi</b>     | IPTV, SOTA Campaign, Bursa<br>Malaysia Berhad   | 0.18   |                          | 0.18                                       |
| <b>9</b>                       | <b>7</b>                       | <b>Dentsu</b>                  | Panasonic Lumix and Viera   | 0.10   |                          | 0.10                                       |
| <b>10</b>                      | <b>14</b>                      | <b>TBWA</b>                    | Audit Bureau Of Circulations<br>Project, Ketapang Realty Project,<br>Jatomi Fitness Project | 0.07   | Bursa Malaysia<br>Berhad | 0.02                                       |
| <b>11=</b>                     | <b>8=</b>                      | <b>Saatchi and<br/>Saatchi</b> |   | 0.00   |                          | 0.00                                       |
| <b>11=</b>                     | <b>8=</b>                      | <b>Bates</b>                   |   | 0.00   |                          | 0.00                                       |
| <b>11=</b>                     | <b>8=</b>                      | <b>Y&amp;R</b>                 |   | 0.00   |                          | 0.00                                       |
| <b>11=</b>                     | <b>8=</b>                      | <b>JWT</b>                     |   | 0.00   |                          | 0.00                                       |
| <b>11=</b>                     | <b>8=</b>                      | <b>DraftFCB</b>                |   | 0.00   |                          | 0.00                                       |
| <b>16</b>                      | <b>15</b>                      | <b>Ogilvy</b>                  | Titan Industries Project, Philips<br>Asia Pacific, Malaysia Airlines                        | 1.21   |                          | (0.49)                                     |
| <b>17</b>                      | <b>17</b>                      | <b>BBDO</b>                    |   | 0.00   | Old Town White<br>Coffee | (1.07)                                     |

## Media New Business League(Malaysia) –Jun 2012

| 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>Starcom<br/>MediaVest</b> | Kao  | 0.70                           |               | 0.70                         |
| <b>2</b>        | <b>2</b>        | <b>Vizeum</b>                | Star RFM, Panasonic, Cosmopoint                              | 0.68                           |               | 0.68                         |
| <b>3</b>        | <b>6=</b>       | <b>MPG</b>                   | Schick   | 0.46                           |               | 0.46                         |
| <b>4</b>        | <b>3</b>        | <b>MEC</b>                   | Yeo Hiap Seng Trading Sdn Bhd<br>Justea, Geneva, MyiMart.com | 0.33                           |               | 0.33                         |
| <b>5</b>        | <b>4</b>        | <b>Universal<br/>McCann</b>  | KFC Digital, Pizza Hut Digital, H&M                          | 0.26                           |               | 0.26                         |
| <b>6</b>        | <b>5</b>        | <b>PHD</b>                   | VMware   | 0.21                           |               | 0.21                         |
| <b>7</b>        | <b>10</b>       | <b>ZenithOpti<br/>media</b>  | City Chain, Optical 88                                       | 0.18                           | MSIG          | 0.03                         |
| <b>8=</b>       | <b>6=</b>       | <b>MediaCom</b>              |  | 0.00                           |               | 0.00                         |
| <b>8=</b>       | <b>6=</b>       | <b>Initiative</b>            |  | 0.00                           |               | 0.00                         |
| <b>8=</b>       | <b>6=</b>       | <b>Mindshare</b>             |  | 0.00                           |               | 0.00                         |
| <b>11</b>       | <b>11</b>       | <b>Carat</b>                 | KFC Digital Project, Red FM (OOH),<br>Tune Money             | 0.14                           | Kao           | <b>(0.26)</b>                |
| <b>12</b>       | <b>12</b>       | <b>Maxus</b>                 |  | 0.00                           |               | <b>(0.30)</b>                |
| <b>13</b>       | <b>13</b>       | <b>OMD</b>                   | MML, Monster, Sony Ericsson                                  | 0.10                           | Panasonic     | <b>(0.41)</b>                |

### METHODOLOGY

The R3 New Business League has been compiled each of the last 118 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.

