



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Mar 2016

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	Ogilvy	Phinma Corporation, United Laboratorie	1.80		1.80	4
2	2	Dentsu	Unilever Brands & Digital	1.61		1.61	3
3	6=	McCann WorldGroup	Moet Hennessey, Wyeth - Promil Project, Bounty Fresh Project	0.99		0.99	10
4	3	Y&R	ABI - Colt 45	0.83		0.83	2
5	4	Cheil	Finance Client	0.68		0.68	3
6	8=	Leo Burnett	Globe Broadband, Nestle Project, Watsons Personal Care Stores Project	0.63		0.63	12
7	5	Publicis	Davies Paint Project, AXA Philippines, First Gen Corporation Project	0.23		0.23	3
8	8=	J Walter Thompson	Globe Telecom Project	0.16		0.16	1
9	6=	DDB	PLDT Cloud, Lamoian, PhilExcel Business Park Project	0.07		0.07	5
10	8=	BBDO		0.00		0.00	0
11	8=	Grey Group		0.00		0.00	0
12	8=	Mullen Lowe		0.00		0.00	0
13	8=	M&C Saatchi		0.00		0.00	0
14	8=	Havas Worldwide		0.00		0.00	0
15	8=	Saatchi & Saatchi		0.00		0.00	0
16	8=	FCB		0.00		0.00	0
17	8=	Bates		0.00		0.00	0
18	18	TBWA		0.00	Davies Paint Project	-0.10	0
						6.9	43

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Mar 2016

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	Starcom	BellTel	1.5	FMCG Client	1.48	1
2	2	Initiative	Reckitt Benckiser	0.5		0.50	1
3	3	MEC	Moneygram Project, Magnolia Ice Cream(Digital), UNHCR(Digital)	0.4	Sony Electronics	0.31	5
4	5=	MediaCom	Sony Electronics, Sony Mobile	0.1		0.13	2
5	11	Zenith	Enerlife Richeese, Gold River Management	0.2	BPI Prepaid Cards(Digital)	0.10	3
6	5=	Mindshare	Spotify	0.1		0.05	1
7	4	Carat	FMCG Client	0.0		0.01	1
8=	5=	PHD		0.0		0.00	0
8=	5=	Vizeum		0.0		0.00	0
8=	5=	Maxus		0.0		0.00	0
11	5=	Dentsu Media		0.0	Gold River Management	-0.04	4
12	12	Havas Media	MaryLand Distribution Project, Max's Restaurant Project	0.0	Enerlife Richeese	-0.14	3
13	13	Universal McCann		0.0	Sony Pictures	-0.42	0
14	14	OMD	Good Governance, World Bank Group	0.8	BellTel	-0.69	6
						1.3	27

### METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by 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.