



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Apr 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	Coca-Cola, Phinma Corporation, United Laboratorie	4.80	Philippine Airlines Project	4.50	5
2	2	Dentsu	Unilever Brands & Digital	1.61		1.61	3
3	3	McCann WorldGroup	Moet Hennessey, Wyeth - Promil Project, JS Unitrade(Digital)	1.17		1.17	11
4	4	Y&R	ABI - Colt 45	0.83		0.83	2
5	5	Cheil	Finance Client	0.68		0.68	3
6	9	DDB	Philippine Airlines Project, Johnson & Johnson Project, PLDT Cloud	0.38		0.38	7
7	7	Publicis	Rebisco Project, Jesuit Communications Project, AXA Philinnines	0.85	Nestle Ice cream	0.34	15
8	8	J Walter Thompson	Globe Telecom Project	0.16		0.16	1
9	6	Leo Burnett	Tranportation Client	0.09		0.09	3
10=	10=	BBDO		0.00		0.00	0
10=	10=	Grey Group		0.00		0.00	0
10=	10=	Mullen Lowe		0.00		0.00	0
10=	10=	M&C Saatchi		0.00		0.00	0
10=	10=	Havas Worldwide		0.00		0.00	0
10=	10=	Saatchi & Saatchi		0.00		0.00	0
10=	10=	FCB		0.00		0.00	0
10=	10=	Bates		0.00		0.00	0
18	18	TBWA		0.00	Davies Paint Project	-0.10	0
						9.6	50

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Apr 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	1.49	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-	4	MediaCom	Sony Electronics, Sony Mobile	0.1		0.13	2
4-	5	Zenith	Enerlife Richeese, Gold River Management	0.2	BPI Prepaid Cards(Digital)	0.13	4
6	6	Mindshare	Spotify	0.1		0.05	1
7	7	Carat	FMCG Client	0.0		0.03	2
8-	8=	PHD		0.0		0.00	0
8-	8=	Vizeum		0.0		0.00	0
10	8=	Maxus		0.0		-0.03	0
11	11	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		0.2	Sony Pictures	-0.22	2
14	14	OMD	Good Governance, World Bank Group	0.8	BellTel	-0.69	6
						1.5	31

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 or visit 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.