



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Apr 2017

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	AMA Educational System-2017 Campaign Project	3.76		3.76	6
2	2	Y&R	NutriAsia Projects	1.18		1.18	4
3	3	Leo Burnett	McDonald's, TAPE Project, Puregold Project	0.95		0.95	12
4	9=	J Walter Thompson	Telecom Project	0.83		0.83	2
5	4	McCann WorldGroup	Pro-Friends Project, SMLEI Project, Philam Project	0.76		0.76	15
6	5	FCB	Asia Brewery's Cobra Energy Drink , ,	0.40		0.40	1
7	6	Publicis	AB Heineken, JS Unitrade, Sanofi	0.28		0.28	6
8	7	DDB	FWD Project, Megaworld Project, Rustan's Group	0.15		0.15	5
9	8	NuWorks Interactive Labs	Nestle -NIDO Growing Up Milk (Digital), Nestle E-Commerce (Digital)	0.07		0.07	4
10=	9=	Bates		0.00		0.00	0
10=	9=	BBDO		0.00		0.00	0
10=	9=	Cheil		0.00		0.00	0
10=	9=	Grey Group		0.00		0.00	0
10=	9=	Havas Worldwide		0.00		0.00	0
10=	9=	M&C Saatchi		0.00		0.00	0
10=	9=	MullenLowe Group		0.00		0.00	0
10=	9=	Saatchi & Saatchi		0.00		0.00	0
10=	9=	TBWA		0.00		0.00	0
10=	9=	Dentsu		0.00	Creamsilk(digital)	-0.03	0
						8.3	55

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Apr 2017

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	-	Touch BPN	Shakeys, SM Malls, Splash Corporation	0.9		0.93	4
2	-	Blue 449	Vivo Mobile Technology, Philam Life (Philam Vitality), SCPG(Perla)	0.9		0.87	10
3	2	MEC	Mega Sardines, Andok's Liston Manok, Marie France, Svenson	0.9	SCPG (Perla)	0.84	5
4	3	Vizeum	Domino's Pizza, Merck ATL, SeaOil, Personal Collection	0.7		0.66	12
5	1	Initiative	Katapult	0.5		0.45	2
6	12	Universal McCann	DOT Project, Coach, Drypers	0.4	AutoNation	0.29	4
7	5	OMD	Del Monte Project, Hormel Digital, Kultura Digital	0.2		0.23	7
8	8=	Dentsu Media	FMCG client	0.1		0.07	3
9	6	PHD	HP(digital), Sliding Doors Entertainment Project, Resorts World Sentosa Project	0.1	Standard Chartered Bank	0.06	3
10	7	Carat	Standard Chartered Bank	0.1	Electrolux SEM	0.05	3
11	8=	Maxus		0.0		0.00	0
12	8=	Havas Media		0.0	Republic Cement	-0.01	0
13	4	Mindshare	Combiphar (Eyemo), Ayala Land	0.2	Katapult	-0.02	2
14	13	Zenith		0.0	SeaOil	-0.05	0
15	14	MediaCom	Uber	0.2	SM Malls	-0.08	1
16	8=	MediaVest Spark	TGP Pharma Inc	0.1		-0.43	1
17	15	Starcom	Toyota (Planning)	0.4	JS Unitrade Merchandise Inc.	-0.77	1
						3.1	58

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.