

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Aug 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	Powerplant Mall Project, Unilever Food Solutions Project, Abenson's eCommerce	3.92		3.92	10
2	2	Y&R	NutriAsia Projects, Highlands - Corned Beef Project	1.22		1.22	5
3	4	McCann WorldGroup	St. Lukes Project, Adobo Mall Digital Project, Kino Philippines Project	1.12		1.12	25
4	3	Leo Burnett	McDonald's, TAPE Project, Puregold Project	1.10		1.10	14
5	5	J Walter Thompson	Telecom Project	0.83		0.83	2
6	6	FCB	Asia Brewery's Cobra Energy Drink, Mister Donut, Propan TLC	0.80		0.80	3
7	7	Publicis	AB Heineken, JS Unitrade, Sanofi	0.51		0.51	9
8	10	Dentsu	Toyota (Digital)	0.52	Creamsilk(digital)	0.49	8
9	8	DDB	Nutriasia, Metro Pacific Investments Corp, RCBC Project	0.34		0.34	12
10	9	NuWorks Interactive Labs	Nestle -NIDO Growing Up Milk (Digital), Nestle E-Commerce (Digital)	0.07		0.07	4
11-	11=	Bates		0.00		0.00	0
11-	11=	BBDO		0.00		0.00	0
11-	11=	Cheil		0.00		0.00	0
11-	11=	Grey Group		0.00		0.00	0
11-	11=	Havas Worldwide		0.00		0.00	0
11-	11=	M&C Saatchi		0.00		0.00	0
11-	11=	MullenLowe Group		0.00		0.00	0
11-	11=	Saatchi & Saatchi		0.00		0.00	0
11-	11=	TBWA		0.00		0.00	0
						10.4	92



## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Aug 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	BPN	Voyager Innovations (Lendr), Kino Consumer(Lola Remedios), Isuzu	1.3		1.28	7
2	8	OMD	McDonald's, Pag-Ibig, Del Monte Project, Hormel Digital, Kultura Digital	1.2		1.23	9
3	2	Vizeum	Kenny Rogers Roasters (Planning), Northern Cement (Planning), AirAsia (Planning)	1.2		1.20	21
4	3	Wavemaker	Kimberly-Clark Corporation, Mega Sardines, Andok's Liston Manok	1.2	SCPG (Perla)	1.04	6
5	4	Blue 449	Kimberly-Clark, Vivo Mobile Technology, SCPG(Perla)	0.9		0.87	10
6	7	MediaCom	Uber, PSA Group	0.9	SM Malls	0.63	3
7	5=	Universal McCann	Milkita (UNIFAM), Tolak Angin (Sido Muncul), Spotify	0.7	AutoNation	0.51	11
8	5=	Initiative	Fine Hygenic Holding, Huawei, Katapult, Renucci Rice Partnership	0.5		0.49	5
9	12	Mindshare	General Nutrifoods, Powerplant Mall, Unilever Food Solutions	0.8	Kimberly-Clark Corporation	0.28	7
10	9	PHD	Electrolux, DoubleDragon Properties Project, ATC Healthcare Project	0.2	Kimberly-Clark	0.17	11
11	10	dentsu X	FMCG client	0.1		0.13	6
12	11	Havas Media	Emirates, Michelin	0.1	Republic Cement	0.08	2
13	13	Carat	Standard Chartered Bank	0.1	Electrolux SEM	0.05	3
14	14	Zenith		0.0	SeaOil	-0.05	0
15	15	Spark Foundry	TGP Pharma Inc	0.1	Shakeys	-0.43	1
16	16	Starcom	Silver Swan, NutriAsia Digital , Star Cruises	0.9	Goldilocks	-0.90	5
						6.6	107

### 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.

