



2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Dec 2015

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	McCann WorldGroup	Project Isaac Project, Nestle - Nido Project, BPI Institutional Project	5.09	Mind Museum Project	5.05	44
2	2	BBDO	Pru Life UK Project, Globe Telecom Project, OPPO Mobile Project	3.38		3.38	14
3	3	Y&R	Robinson's Property Project, CDO Foodsphere - Bibbo Cheese Dog	1.80		1.80	6
4	5	Ogilvy	Philippine Airlines , Discovery Primea, Phinma Corp	1.44		1.44	42
5	4	DDB	Standard Chartered(Digital), TAPE Project, Asus Project, Republic Cement(digital), SBP Project	1.37		1.37	23
6	7	Publicis	Nestle Milk Project, Citibank Project, Motortrade, Rebisco Project	1.88	Cebu Pacific	1.07	45
7	6	Grey Group	FMCG Client	1.05		1.05	2
8	8	TBWA	L'Oreal (Shu Uemura) Digital	0.85		0.85	4
9	9	Leo Burnett	Allergan	0.72		0.72	4
10	10	Dentsu	Inonline, Mamypoko(Social), Unicharm Project, Toyota Project	0.69		0.69	25
11	11	J Walter Thompson	Manulife, USAID/PAGASA	0.14		0.14	2
12-	12=	Mullen Lowe		0.00		0.00	0
12-	12=	M&C Saatchi		0.00		0.00	0
12-	12=	Havas Worldwide		0.00		0.00	0
15	15	Saatchi & Saatchi		0.00	Food Client	-0.15	0
17	17	FCB		0.00	Meralco Project	-0.31	0
16	16	Bates		0.00		-0.60	0
						16.5	211

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Dec 2015

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	2	Starcom MediaVest	Smart Telecom(Digital&OOH), Unilab, Liwayway	3.5	Monde Nissin	2.93	8
2	1	Mindshare	Unilever, Jaguar Land Rover	2.7		2.52	2
3	3	Havas Media	World Lung Foundation Project, Yellow Cab Project	2.4		2.43	9
4	4	ZenithOptimedia	Diva, Puregold, Globe Telecom, Star Telecom Alliance	2.7	OLX Project	2.42	6
5	5=	Carat	Mogu Mogu, OLX Project, Abbott Pharmaceuticals,AFCS	1.8		1.77	13
6	5=	PHD	Avt Properties, Jardine Distribution Project	1.9	Red Bull	1.74	11
7	8	MediaCom	Lazada, Estee Lauder Cosmetics, Monde Nissin, Honda	0.9		0.84	7
8	7	Dentsu Media	Unicharm Project, Department of Tourism Toyota Project	0.8		0.83	11
9	13	Universal McCann	Bonchon Chicken, Haier, J&J Project	1.3	Kopiko	0.49	8
10	9	Vizeum	Pilipinas Taj Autogroup, Lee Kum Kee, Panasonic	0.2		0.21	9
11	11	Initiative		0.0		0.00	0
12	10	MEC	Chiz Escudero, Mead Johnson(Digital), Starbucks(Offline)	0.6	SMDC	-0.21	15
13	14	Maxus		0.0	SC Johnson(buying)	-1.32	1
14	12	OMD	DOTC, Risa Hontiveros, Automated Fare Service, Accenture	0.4	Abbott Pharmaceuticals	-1.40	4
						13.2	104

METHODOLOGY

The R3 New Business League has been compiled each of the last 160 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 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 for clients across the region.

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