

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Dec 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, British Council, National Grid Corporation of the Philippines	5.76	Philippine Airlines Project	5.46	18
2	2	McCann WorldGroup	Wyeth Project, BPI Project, Nestle Health Science Project, Nivea Project	4.84		4.84	45
3	3	Dentsu	Unilever Brands & Digital	1.77		1.77	5
4	7	J Walter Thompson	Globe Telecom Project, Pilipinas Shell Petroleum(BTL), Vida Nutriscience Products	1.68		1.68	5
5	4	Y&R	Chevron Project, Unionbank Project, ABI - Colt 45, Chevron Project	1.58		1.58	6
6	5	Publicis	Okada Project, Rebisco Project, AXA Philippines	1.38	Nestle Ice cream	0.87	23
7	6	Cheil	Finance Client	0.68		0.68	3
8	8	DDB	Philippine Airlines Project, Johnson & Johnson Project, Shopwise Project	0.59		0.59	14
9=	9=	TBWA	Mega Sardines, Vida Nutriscience, Smart Communications Project	0.90	Davies Paint Project	0.46	3
9=	9=	Grey Group	GSK, P&G Project, UCPB Motor Insurance Project	0.46		0.46	7
11	11	Leo Burnett	Transportation Client	0.45		0.45	8
12	12	Havas Worldwide	Monde-Nissin Project, Abbott (Cecon) Project, Bergman Project	0.27		0.27	10
13	13	Saatchi & Saatchi	GSK	0.04		0.04	1
14=	14=	BBDO		0.00		0.00	0
14=	14=	Mullen Lowe		0.00		0.00	0
14=	14=	M&C Saatchi		0.00		0.00	0
14=	14=	FCB		0.00		0.00	0
14=	14=	Bates		0.00		0.00	0
						<b>19.1</b>	<b>148</b>

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Dec 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	2	Universal McCann	Reckitt Benckiser, Glutamax, Profriends,Nagaraya	3.3	Sony Pictures	2.78	27
2	1	MediaCom	Unilab, Sony Electronics, Sony Mobile	2.6		2.63	3
3	9	MEC	Vouno, Political Candidate, Wrangler, Caterpillar	2.2	Sony Electronics	2.14	8
4	3	PHD	Friesland Campina/Alaska Milk Corporation, 2Go Group	1.2		1.22	17
5	4	Starcom	Mars (Media Buying), Merck, Okada Resort and Casino	2.4	Century Tuna	1.15	6
6	5	Mindshare	Southeastasia Retail, Sunlife, Spotify	0.9		0.91	10
7	6	Initiative	Century Tuna	0.9		0.90	3
8-	7	Carat	FMCG Client	0.5		0.53	8
8-	13	OMD	McDonald's Projects, DOT Project, Beiersdorf(Digital)	2.0	BellTel	0.53	14
10	8	Zenith	21st Century Fox, New Zealand Tourism(Digital), Enerlife Richeese	0.5	BPI Prepaid Cards(Digital)	0.43	6
11	11	Vizeum	FMCG Client	0.2		0.16	5
12	-	MediaVest Spark	International Family Food Services	0.1		0.13	1
13	12	Maxus		0.0	Nikon(Digital)	-0.03	0
14	14	Dentsu Media	Manufacture Client	0.4	Gold River Management	-0.61	13
15	10	Havas Media	Abbott (Cecon) Project, Monheim Distribution(Buying), Splash Corp (Stylex) Project	0.5	Vouno	-1.42	20
						11.4	141

### 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.