



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Feb 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	Phinma Corporation, United Laboratorie	1.80		1.80	4
2	2	Dentsu	Unilever Brands & Digital	1.50		1.50	1
3	3	Y&R	ABI - Colt 45	0.83		0.83	2
4	4	Cheil	Finance Client	0.60		0.60	2
5	5	Publicis	Davies Paint Project, AXA Philippines, First Gen Corporation Project	0.23		0.23	3
6-	7=	McCann WorldGroup	Unilab Project	0.07		0.07	1
6-	6	DDB	PLDT Cloud, Lamoiyan, PhilExcel Business Park Project	0.07		0.07	5
8-	7=	BBDO		0.00		0.00	0
8-	7=	Grey Group		0.00		0.00	0
8-	7=	Leo Burnett		0.00		0.00	0
8-	7=	J Walter Thompson		0.00		0.00	0
8-	7=	Mullen Lowe		0.00		0.00	0
8-	7=	M&C Saatchi		0.00		0.00	0
8-	7=	Havas Worldwide		0.00		0.00	0
8-	7=	Saatchi & Saatchi		0.00		0.00	0
8-	7=	FCB		0.00		0.00	0
8-	7=	Bates		0.00		0.00	0
17	17	TBWA		0.00	Davies Paint Project	-0.10	0
						5.0	18

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Feb 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	Honda Cars Project, BPI Prepaid Cards(Digital)	0.3		0.25	2
4	5	Carat	FMCG Client	0.0		0.01	1
5-	6	Mindshare		0.0		0.00	0
5-	7	PHD		0.0		0.00	0
5-	8	MediaCom		0.0		0.00	0
5-	9	Dentsu Media		0.0		0.00	0
5-	10	Vizeum		0.0		0.00	0
5-	11	Maxus		0.0		0.00	0
11	4	Zenith	Enerlife Richeese	0.1	BPI Prepaid Cards(Digital)	-0.05	1
12	12	Havas Media		0.0	Enerlife Richeese	-0.05	0
13	13	Universal McCann		0.0	Sony Pictures	-0.30	0
14	14	OMD	Good Governance, World Bank Group	0.8	BellTel	-0.69	6
						1.2	12

### 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.