



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Jan 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	4	Ogilvy	Phinma Corporation, United Laboratorie	1.80		1.80	4
2	10	Dentsu	Unilever Brands & Digital	1.50		1.50	1
3	3	Y&R	Technology Client	0.75		0.75	1
4	-	Cheil	Finance Client	0.60		0.60	2
5	6	Publicis	Davies Paint Project, AXA Philippines, First Gen Corporation Project	0.23		0.23	3
6	5	DDB	Lamoiyan, PhilExcel Business Park Project, World Lung Foundation Project	0.03		0.03	4
7-	1	McCann WorldGroup		0.00		0.00	0
7-	2	BBDO		0.00		0.00	0
7-	7	Grey Group		0.00		0.00	0
7-	9	Leo Burnett		0.00		0.00	0
7-	11	J Walter Thompson		0.00		0.00	0
7-	12=	Mullen Lowe		0.00		0.00	0
7-	12=	M&C Saatchi		0.00		0.00	0
7-	12=	Havas Worldwide		0.00		0.00	0
7-	15	Saatchi & Saatchi		0.00		0.00	0
7-	17	FCB		0.00		0.00	0
7-	16	Bates		0.00		0.00	0
17	8	TBWA		0.00	Davies Paint Project	-0.10	0
						4.8	15



## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Jan 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 MediaVest	BellTel	1.5	FMCG Client	1.49	1
2	11	Initiative	Reckitt Benckiser	0.5		0.50	1
3	12	MEC	Honda Cars Project	0.2		0.15	1
4	4	ZenithOptimedia	Enerlife Richeese	0.1		0.05	1
5	5	Carat	FMCG Client	0.0		0.01	1
6	2	Mindshare		0.0		0.00	0
7	6	PHD		0.0		0.00	0
8	7	MediaCom		0.0		0.00	0
9	8	Dentsu Media		0.0		0.00	0
10	10	Vizeum		0.0		0.00	0
11	13	Maxus		0.0		0.00	0
12	3	Havas Media		0.0	Enerlife Richeese	-0.05	0
13	9	Universal McCann		0.0	Sony Pictures	-0.30	0
14	14	OMD	Good Governance	0.7	BellTel	-0.84	5
						1.0	10

### 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.