



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Jan 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	-	Y&R	NutriAsia Projects	1.00		1.00	2
2	-	FCB	Asia Brewery's Cobra Energy Drink, ,	0.40		0.40	1
3	-	McCann WorldGroup	Discovery Shores Project, First Phil. Holdings Project	0.35		0.35	3
4	-	Publicis	AB Heineken	0.05		0.05	1
5	-	J Walter Thompson		0.00		0.00	0
6	-	Ogilvy		0.00		0.00	0
7	-	Dentsu		0.00		0.00	0
8	-	Cheil		0.00		0.00	0
9	-	DDB		0.00		0.00	0
10	-	TBWA		0.00		0.00	0
11	-	Grey Group		0.00		0.00	0
12	-	Leo Burnett		0.00		0.00	0
13	-	Havas Worldwide		0.00		0.00	0
14	-	Saatchi & Saatchi		0.00		0.00	0
15	-	BBDO		0.00		0.00	0
16	-	Mullen Lowe		0.00		0.00	0
17	-	M&C Saatchi		0.00		0.00	0
18	-	Bates		0.00		0.00	0
						1.8	7

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Jan 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	-	Initiative	Shakeys, SM Malls, PAL Mabuhay Miles Project	0.8		0.78	3
2	-	MEC	JS Unitrade Merchandise Inc.	0.5		0.50	1
3	-	Vizeum	SeaOil, Personal Collection, AutoNation	0.2		0.15	3
4	-	Mindshare	Combiphar (Eyemo)	0.1		0.09	1
5	-	OMD	Hormel Digital, Kultura Digital, Lite Shoes Digital	0.1		0.05	4
6	-	Carat	Standard Chartered Bank	0.0		0.01	1
7-	-	MediaVest Spark		0.0		0.00	0
7-	-	Maxus		0.0		0.00	0
7-	-	Dentsu Media		0.0		0.00	0
7-	-	Havas Media		0.0		0.00	0
11	-	PHD		0.0	Standard Chartered Bank	-0.01	0
12	-	Universal McCann		0.0	AutoNation	-0.05	0
13	-	Zenith		0.0	SeaOil	-0.05	0
14	-	MediaCom		0.0	SM Malls	-0.28	0
15	-	Starcom		0.0	JS Unitrade Merchandise Inc.	-1.00	0
						0.2	13

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 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.