



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / July 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, Nestle Project	5.48	Philippine Airlines Project	5.18	10
2	2	McCann WorldGroup	Viber Project, Coca-Cola Project, Vivant Project	2.72		2.72	24
3	3	Dentsu	Unilever Brands & Digital	1.61		1.61	3
4	4	Y&R	ABI - Colt 45, Chevron Project, Smart Communications Project	0.98		0.98	4
5	5	Cheil	Finance Client	0.68		0.68	3
6	6	J Walter Thompson	Globe Telecom Project	0.63		0.63	2
7	7	Publicis	Rebisco Project, Jesuit Communications Project, AXA Philippines	1.13	Nestle Ice cream	0.62	20
8	8	DDB	Philippine Airlines Project, Johnson & Johnson Project, Shopwise Project	0.50		0.50	12
9	9	Grey Group	GSK	0.40		0.40	1
10	10	Leo Burnett	Tranportation Client	0.09		0.09	4
11	11	Saatchi & Saatchi	GSK	0.04		0.04	1
12-	12=	BBDO		0.00		0.00	0
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
12-	12=	FCB		0.00		0.00	0
12-	12=	Bates		0.00		0.00	0
18	18	TBWA		0.00	Davies Paint Project	-0.27	0
						13.2	84

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / July 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	MediaCom	Unilab, Sony Electronics, Sony Mobile	2.6		2.63	3
2	2	Starcom	BellTel, Okada Resorts & Casino, Goldilocks Bakeshop	1.7	FMCG Client	1.62	3
3	5	PHD	Friesland Campina/Alaska Milk Corporation, 2Go Group	1.2		1.22	17
4	3	Mindshare	Spotify, Political Candidate Project, Arla	0.8		0.80	5
5	4	Initiative	Reckitt Benckiser	0.5		0.50	1
6	6	MEC	Moneygram Project, Magnolia Ice Cream(Digital), UNHCR(Digital)	0.4	Sony Electronics	0.31	5
7-	12	Havas Media	Monheim Distribution, Splash Corp (Stylex) Project	0.3	Enerlife Richeese	0.18	9
7-	7	Zenith	New Zealand Tourism(Digital), Enerlife Richeese, Gold River Management	0.3	BPI Prepaid Cards(Digital)	0.18	5
9-	9	Dentsu Media	Manufacture Client	0.2	Gold River Management	0.16	10
9-	8	Vizeum	FMCG Client	0.2		0.16	5
11	10	Carat	FMCG Client	0.0		0.02	2
12	11	Maxus		0.0	Nikon(Digital)	-0.03	0
13	13	Universal McCann	GSPI, White Flower, Rebisco	0.4	Sony Pictures	-0.16	5
14	14	OMD	Good Governance, World Bank Group, Columbia Pictures Industries	1.0	BellTel	-0.62	8
						7.0	78

### 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.