



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / July 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	1	Ogilvy	Powerplant Mall Project, Unilever Food Solutions Project, Abenson's eCommerce	3.92		3.92	10
2	2	Y&R	NutriAsia Projects, Highlands - Corned Beef Project	1.22		1.22	5
3	3	Leo Burnett	McDonald's, TAPE Project, Puregold Project	1.10		1.10	14
4	5	McCann WorldGroup	Yellow Cab Project, PMM Wealth Advisor Project,	0.87		0.87	19
5	4	J Walter Thompson	Telecom Project	0.83		0.83	2
6	6	FCB	Asia Brewery's Cobra Energy Drink, Mister Donut, Propan TLC	0.80		0.80	3
7	7	Publicis	AB Heineken, JS Unitrade, Sanofi	0.50		0.50	8
8	8	DDB	Nutriasia, Metro Pacific Investments Corp, RCBC Project	0.34		0.34	12
9	9	NuWorks Interactive Labs	Nestle -NIDO Growing Up Milk (Digital), Nestle E-Commerce (Digital)	0.07		0.07	4
10	10=	Dentsu	Turism Client	0.05	Creamsilk(digital)	0.02	2
11-	10=	Bates		0.00		0.00	0
11-	10=	BBDO		0.00		0.00	0
11-	10=	Cheil		0.00		0.00	0
11-	10=	Grey Group		0.00		0.00	0
11-	10=	Havas Worldwide		0.00		0.00	0
11-	10=	M&C Saatchi		0.00		0.00	0
11-	10=	MullenLowe Group		0.00		0.00	0
11-	10=	Saatchi & Saatchi		0.00		0.00	0
11-	10=	TBWA		0.00		0.00	0
						9.6	79

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / July 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	1	BPN	Voyager Innovations (Lendr), Kino Consumer(Lola Remedios), Isuzu	1.3		1.28	7
2	2	Vizeum	Maxicare, Taiwan Tourism, Goldilocks, La Germania, Zesto	1.1		1.11	17
3	4	MEC	Kimberly-Clark Corporation, Mega Sardines, Andok's Liston Manok	1.2	SCPG (Perla)	1.04	6
4	3	Blue 449	Kimberly-Clark, Vivo Mobile Technology, SCPG(Perla)	0.9		0.87	10
5=	5=	Initiative	Fine Hygenic Holding, Huawei, Katapult, Renucci Rice Partnership	0.5		0.49	5
5=	5=	Universal McCann	Milkita (UNIFAM), Tolak Angin (Sido Muncul)	0.6	AutoNation	0.49	10
7	7	MediaCom	Uber, PSA Group	0.7	SM Malls	0.43	2
8	8	OMD	Pag-Ibig, Del Monte Project, Hormel Digital, Kultura Digital	0.2		0.23	8
9	10	PHD	Electrolux, HP(digital), Sliding Doors Entertainment Project	0.1	Kimberly-Clark	0.14	4
10	11	dentsu X	FMCG client	0.1		0.13	6
11	12	Havas Media	Emirates, Michelin	0.1	Republic Cement	0.08	2
12	9	Mindshare	Powerplant Mall, Unilever Food Solutions, Abenson's eCommerce	0.6	Kimberly-Clark Corporation	0.06	5
13	13	Carat	Standard Chartered Bank	0.1	Electrolux SEM	0.05	3
14	14	Zenith		0.0	SeaOil	-0.05	0
15	15	Spark Foundry	TGP Pharma Inc	0.1	Shakeys	-0.43	1
16	16	Starcom	Toyota (Planning)	0.5	Goldilocks	-1.04	2
						4.9	88

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.