



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Mar 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	AMA Educational System-2017 Campaign Project	3.46		3.46	5
2	2	Y&R	NutriAsia Projects	1.18		1.18	4
3	8=	Leo Burnett	McDonald's, TAPE Project, Puregold Project	0.95		0.95	12
4	4	McCann WorldGroup	Pro-Friends Project, SMLEI Project, Philam Project	0.63		0.63	9
5	3	FCB	Asia Brewery's Cobra Energy Drink ,	0.40		0.40	1
6	5	Publicis	AB Heineken, JS Unitrade, Sanofi	0.16		0.16	3
7	6	DDB	FWD Project, Megaworld Project, Rustan's Group	0.11		0.11	3
8	7	NuWorks Interactive Labs	Nestle -NIDO Growing Up Milk (Digital), Nestle E-Commerce (Digital)	0.03		0.03	2
9-	8=	Bates		0.00		0.00	0
9-	8=	BBDO		0.00		0.00	0
9-	8=	Cheil		0.00		0.00	0
9-	8=	Dentsu		0.00		0.00	0
9-	8=	Grey Group		0.00		0.00	0
9-	8=	Havas Worldwide		0.00		0.00	0
9-	8=	J Walter Thompson		0.00		0.00	0
9-	8=	M&C Saatchi		0.00		0.00	0
9-	8=	Mullen Lowe		0.00		0.00	0
9-	8=	Saatchi & Saatchi		0.00		0.00	0
9-	8=	TBWA		0.00		0.00	0
						6.9	39

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Mar 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	Initiative	Shakeys, SM Malls, Splash Corporation, Katapult	1.2		1.23	6
2	2	MEC	Mega Sardines, Andok's Liston Manok, Marie France, Svenson	0.9		0.92	5
3	3	Vizeum	SeaOil, Personal Collection, AutoNation, Kalbe Philippines	0.3		0.34	9
4	4	Mindshare	Combiphar (Eyemo), Ayala Land	0.2	Katapult	-0.02	2
5	5	OMD	Del Monte Project, Hormel Digital, Kultura Digital	0.1		0.08	6
6	6	PHD	HP(digital), Sliding Doors Entertainment Project, Resorts World Sentosa Project	0.1	Standard Chartered Bank	0.06	3
7	7	Carat	Standard Chartered Bank	0.0	Electrolux SEM	0.02	2
8-	8=	Dentsu Media		0.0		0.00	0
8-	8=	Havas Media		0.0		0.00	0
8-	8=	Maxus		0.0		0.00	0
8-	8=	MediaVest Spark		0.0		0.00	0
12	12	Universal McCann		0.0	AutoNation	-0.05	0
13	13	Zenith		0.0	SeaOil	-0.05	0
14	14	MediaCom	Uber	0.2	SM Malls	-0.08	1
15	15	Starcom	Toyota (Planning)	0.4	JS Unitrade Merchandise Inc.	-0.98	1
						1.5	35

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.