



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / May 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	3.76		3.76	6
2	2	Y&R	NutriAsia Projects	1.18		1.18	4
3	3	Leo Burnett	McDonald's, TAPE Project, Puregold Project	0.89		0.89	9
4	4	J Walter Thompson	Telecom Project	0.83		0.83	2
5	5	McCann WorldGroup	Pro-Friends Project, SMLEI Project, Philam Project	0.76		0.76	15
6	6	FCB	Asia Brewery's Cobra Energy Drink ,	0.40		0.40	1
7	7	Publicis	AB Heineken, JS Unitrade, Sanofi	0.28		0.28	6
8	8	DDB	RCBC Project, Lamoian Philippines - Gumtect Toothpaste Project, SM Supermalls Project	0.21		0.21	8
9	9	NuWorks Interactive Labs	Nestle -NIDO Growing Up Milk (Digital), Nestle E-Commerce (Digital)	0.07		0.07	4
10=	10=	Dentsu		0.05	Creamsilk(digital)	0.02	2
10=	10=	Bates		0.00		0.00	0
10=	10=	BBDO		0.00		0.00	0
10=	10=	Cheil		0.00		0.00	0
10=	10=	Grey Group		0.00		0.00	0
10=	10=	Havas Worldwide		0.00		0.00	0
10=	10=	M&C Saatchi		0.00		0.00	0
10=	10=	MullenLowe Group		0.00		0.00	0
10=	10=	Saatchi & Saatchi		0.00		0.00	0
10=	10=	TBWA		0.00		0.00	0
						8.4	57

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / May 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	Shakeys, SM Malls, Splash Corporation	0.9		0.93	4
2	2	Blue 449	Vivo Mobile Technology, Philam Life (Philam Vitality), SCPG(Perla)	0.9		0.87	10
3	3	MEC	Mega Sardines, Andok's Liston Manok, Marie France, Svenson	0.9	SCPG (Perla)	0.84	5
4	4	Vizeum	Domino's Pizza, Merck ATL, SeaOil, Personal Collection	0.7		0.66	12
5	6	Universal McCann	Tolak Angin (Sido Muncul), Dermclinic, Visine (Cadreon)	0.6	AutoNation	0.46	9
6	5	Initiative	Katapult, Renucci Rice Partnership	0.5		0.46	3
7	7	OMD	Del Monte Project, Hormel Digital, Kultura Digital	0.2		0.23	7
8	13	Mindshare	Combiphar (Eyemo), Ayala Land	0.5	Katapult	0.21	4
9	9	PHD	HP(digital), Sliding Doors Entertainment Project, Resorts World Sentosa Project	0.1	Standard Chartered Bank	0.14	4
10	8	dentsu X	FMCG client	0.1		0.10	5
11	10	Carat	Standard Chartered Bank	0.1	Electrolux SEM	0.05	3
12	12	Havas Media	Emirates	0.0	Republic Cement	0.03	1
13	14	Zenith		0.0	SeaOil	-0.05	0
14	15	MediaCom	Uber	0.2	SM Malls	-0.08	1
15	16	MediaVest Spark	TGP Pharma Inc	0.1		-0.43	1
16	17	Starcom	Toyota (Planning)	0.5	JS Unitrade Merchandise Inc.	-0.64	2
						3.8	71

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.