



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Apr 2018

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	6=	Dentsu	Smart Communications Project, PLDT Project, Nestle Contract	2.70		2.70	6
2	6=	NuWorks Interactive Labs	Belo Papaya Soap Campaign Project , Jollibee Kids Club Website Project,	1.50		1.50	2
3	19	BBDO	Araneta Project, Roche Project, Cebu LandMasters Project	2.10	Campbell Soup	1.50	5
4	1	Publicis	Campbell Soup	0.64		0.64	2
5	6=	MullenLowe Group	ARC Refreshments	0.50		0.50	1
6	2	DDB	Kopiko Blanca Promo Project, Shangrila Plaza Project	0.37		0.33	7
7	3	McCann WorldGroup	Lee Philippines Project, First Philippine Holdings) Project,	0.32	Kopiko Blanca Promo Project	0.25	10
8	6=	J Walter Thompson		0.20		0.20	1
9	5	Ogilvy	Telus International, SM Cinema Project, RFM - Fiesta Pasta Project	0.33	FMCG Client	0.19	6
10	4	Y&R	FMCG Client	0.15		0.15	2
11=	6=	FCB		0.00		0.00	0
11=	6=	Leo Burnett		0.00		0.00	0
11=	6=	Grey Group		0.00		0.00	0
11=	6=	TBWA		0.00		0.00	0
11=	6=	Bates		0.00		0.00	0
11=	6=	Cheil		0.00		0.00	0
11=	6=	Havas Worldwide		0.00		0.00	0
11=	6=	M&C Saatchi		0.00		0.00	0
11=	6=	Saatchi & Saatchi		0.00		0.00	0
						8.0	42



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Apr 2018

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	Universal McCann	Coca-Cola	3.0		3.00	1
2	2	Vizeum	2Go, Goldilocks Bakeshop and Foodshop Digital, Bridgestone	1.3		1.32	5
3	3	dentsu X	Electronics Client	0.9		0.86	5
4	8=	Carat	Microsoft	0.5		0.50	1
5=	4	Initiative	Le Minerale	0.5		0.45	1
5=	8=	OMD	Philusa Corporation Digital	0.5		0.45	2
7	14	PHD	HSBC, Philippine Oppo Mobile Technology ATL	0.5	2Go	0.30	2
8	5	Spark Foundry	Marriott	0.2		0.23	1
9	6	MediaCom	Bose	0.1		0.05	1
10	7	M2M	Republic Biscuits Corp	0.0		0.01	1
11=	8=	BPN		0.0		0.00	0
11=	8=	Blue 449		0.0		0.00	0
11=	8=	Zenith		0.0		0.00	0
14	8=	Mindshare		0.0	HSBC	-0.25	0
15	15	Havas Media		0.0	Le Minerale	-0.45	0
16	16	Wavemaker	Ayala Land International Sales Digital	0.1	Campbell Soup	-1.34	1
17	17	Starcom		0.0	Coca-Cola	-3.00	0
						2.1	21

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.