

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Apr 2019

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	Wunderman Thompson	Globe Telecom (Prepaid), Philippine Seven Corp (City Blends)	1.0		1.0	2
2	2	DDB	PlayStation, Mabuhay Digital, Estee Lauder Inc Project, Department of Tourism	0.9		0.9	5
3	3	Leo Burnett	Bank Client	0.6		0.6	8
4	18	FCB	CityMall Commercials	0.5		0.5	1
5	4	Dentsu	Food Brand	0.3		0.3	3
6	5	McCann WorldGroup	Meralco Project, Voyager Innovations Project, ABCBN Project, CHG Project	0.3		0.3	5
7	7	Ogilvy	Confidential Consumer Goods Brand Project	0.2		0.2	3
8	-	Anomaly	Johnnie Walker	0.1		0.1	1
9	6	Cutwater	Smitten Ice Cream, Mdsave, Just, OneLogin	0.1		0.1	6
10-	8=	Accenture Interactive	Arla	0.0		0.0	1
10-	8=	Merkley+Partners	Performix	0.0		0.0	1
10-	8=	Online Circle	Barilla	0.0		0.0	1
13	11	VMLY&R	Pilmico Project first, Monsanto Philippines, Ortigas Land Project first, Caltex B2B, Crayola	0.0		0.0	6
14	12	Publicis	Chemical Industry Client	0.4	Financial Services Company	-0.7	3
						3.3	46

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Apr 2019

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	Mindshare	Tourism New Zealand, Potato Corner, Rebisco AOR (Digital), Honest Bee, Do Day Dream Philippines Corporation	1.3	Dairy company	1.2	6
2	2	OMD	SM Store Project, Beiersdorf	0.3		0.3	4
3	3	Wavemaker	Max's Fried Chicken, Yellow Cab Pizza Project	0.1		0.1	1
4	6	Spark Foundry	Beverage Brand Client	0.1		0.1	3
5	4	Blue 449	Dairy Brand Client	0.1		0.1	1
6	5	PHD	GSK Project, Singapore Airlines, NZ Post	0.1		0.1	2
7	8	Universal McCann		0.0	Government Client	0.0	0
8	7	Starcom	Food Brand Client	0.0	SM Store Project	0.0	1
9	9	Carat		0.0	Food Brand Client	0.0	0
10	10	M2M		0.0	Rebisco AOR (Digital)	-1.0	0
						0.9	18

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.