

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Dec 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	3	J Walter Thompson	Globe Telecom, Inc.(Home Postpaid) Project, Globe Telecom, Inc. (Home Prepaid) Project, NETFLIX PTE. LTD. Project, Midea Washing Machine	3.48		3.48	33
2	1	BBDO	Araneta Project, Roche Project, Cebu LandMasters Project	4.10	Tourism Australia	3.34	6
3	5	NuWorks Interactive Lab	TGIFriday's Digital AOR, San Miguel Brewery Inc. Digital AOR, San Miguel E-Commerce Digital AOR, Belo Papaya Soap Campaign Project	2.89		2.89	13
4	2	Dentsu	Smart Communications Project, PLDT Project, Nestle Contract	2.70		2.70	6
5	4	Leo Burnett	Engineering Client	1.63		1.63	8
6	6	McCann WorldGroup	Dataland Project, Lee Philippines Project, First Philippine Holdings) Project	1.39	Kopiko Blanca Promo Project	1.31	36
7	7	VMLY&R	Solaire Integrated Resort & Casino	1.15		1.15	6
8	8	Saatchi & Saatchi	Siemens Home Appliances, Campbell Soup	0.70		0.70	2
9	9	MullenLowe Group	ARC Refreshments	0.50		0.50	1
10	10	Publicis	ING Bank Project, Genting Cruise Lines Project, Suy Sing Commercial Corp, Trava Real Estate	0.38		0.38	4
11	11	Ogilvy	Telus International, SM Cinema Project, RFM - Fiesta Pasta Project	0.34	FMCG Client	0.20	7
12	12	M&C Saatchi	Tourism Australia	0.15		0.15	1
13	13	FCB	Kimberly Clark	0.12		0.12	1
14	14	DDB	Philip Morris, Toshiba, SM Supermalls' Various Video Projects (SM Lifestyle, Supervalu, SM Mart) Project, Department of Trade and Industry Project	1.11		0.11	14
15-	15=	Bates		0.00		0.00	0
15-	15=	Cheil		0.00		0.00	0
17	17	Havas Worldwide		0.00	RB	-0.06	0
18	18	TBWA		0.00	Firefly Electric & Lighting Corp.	-0.10	0
19	19	Grey Group		0.00	Revlon	-0.56	0
						17.9	138

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Dec 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	2	Wavemaker	Max's Group, Foodsphere, Smart Project, Huawei Project	3.2	Campbell Soup	1.76	6
2	3	MediaCom	Bose, adidas Buying, Hilton Global,	1.8	Revlon Global	1.70	7
3	4	Vizeum	Cosmetique Asia, 2Go, Goldilocks Bakeshop and Foodshop Digital, Bridgestone	1.6		1.63	9
4	5	Spark Foundry	AVON, Marriott, Lenovo Global	1.1		1.11	5
5	6	Initiative	Le Minerale, Revlon Global	1.0		1.05	8
6	7	Zenith	Finance Client	0.9		0.90	3
7	8	OMD	Daimler, Philusa Corporation Digital	0.9		0.70	5
8	17	Starcom	Campbell Soup	3.3	Max's Group	0.06	2
9	9	M2M	Republic Biscuits Corp	0.0		0.01	1
10	10=	Blue 449	Motorcycle Client	0.1		0.00	2
11	1	Universal McCann	Coca-Cola	3.0	Beverage Brand	0.00	1
12	10=	BPN		0.0		0.00	0
13	12	dentsu X	Electronics Client	1.1	PLDT, Smart, Talk & Text, PLDT Home (Digital)	-0.11	9
14	14	Carat	Microsoft	0.6	7-Eleven	-0.22	2
15	13	PHD	Fashion Interiors Project, Manila Hearing Aid Project, HSBC	0.4	2Go	-0.30	5
16	15	Havas Media	Puma	0.1	Marriott	-0.43	2
17	16	Mindshare	BP, QuadX, Starbucks, 7-Eleven	0.5	HSBC	-1.07	6
						6.8	73

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.