



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Feb 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=	Publicis	Campbell Soup	0.60		0.60	1
2	3=	Y&R	FMCG Client	0.15		0.15	2
3	3=	DDB	Classic Savory Project, Okada Manila Project,	0.11		0.11	2
4	2	McCann WorldGroup	Lee Philippines Project, First Philippine Holdings) Project,	0.09		0.09	3
5	1	Ogilvy	SM Cinema - Social & Brand Management Project, Payless Shoes Project,	0.23	FMCG Client	0.09	3
6-	3=	FCB		0.00		0.00	0
6-	3=	Leo Burnett		0.00		0.00	0
6-	3=	J Walter Thompson		0.00		0.00	0
6-	3=	Dentsu		0.00		0.00	0
6-	3=	Grey Group		0.00		0.00	0
6-	3=	NuWorks Interactive Labs		0.00		0.00	0
6-	3=	TBWA		0.00		0.00	0
6-	3=	Bates		0.00		0.00	0
6-	3=	Cheil		0.00		0.00	0
6-	3=	Havas Worldwide		0.00		0.00	0
6-	3=	M&C Saatchi		0.00		0.00	0
6-	3=	MullenLowe Group		0.00		0.00	0
6-	3=	Saatchi & Saatchi		0.00		0.00	0
6-	3=	BBDO	Campbell Soup	0.00		-0.60	0
						0.4	11

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Feb 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	5=	Initiative	Le Minerale	0.5		0.45	1
4	5=	Spark Foundry	Marriott	0.2		0.23	1
5	4	MediaCom	Bose	0.1		0.05	1
6	5=	dentsu X	Electronics Client	0.0		0.02	3
7	-	M2M	Republic Biscuits Corp	0.0		0.01	1
8	5=	BPN		0.0		0.00	0
9	5=	OMD		0.0		0.00	0
10	5=	Blue 449		0.0		0.00	0
11	5=	Mindshare		0.0		0.00	0
12	5=	Zenith		0.0		0.00	0
13	5=	Carat		0.0		0.00	0
14	15	PHD		0.0	2Go	-0.20	0
15	5=	Havas Media		0.0	Le Minerale	-0.45	0
16	3	Wavemaker	Ayala Land International Sales Digital	0.1	Campbell Soup	-0.51	1
17	16	Starcom		0.0	Coca-Cola	-3.00	0
						0.9	14

### 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.