

## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Feb 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	Leo Burnett	Bank Client	0.4		0.4	6
2	2	DDB	Estee Lauder Inc Project, Department of Tourism	0.3		0.3	2
3	3	Publicis	Chemical Industry Client	0.2		0.2	2
4		Cutwater	Smitten Ice Cream, Mdsave, Just, OneLogin	0.1		0.1	6
5	12	Ogilvy	Confidential Consumer Goods Brand Project	0.1		0.1	2
6	8	McCann WorldGroup	CHG Project	0.0		0.0	1
7-	-	Accenture Interactive	Arla	0.0		0.0	1
7-	-	Merkley+Partners	Performix	0.0		0.0	1
7-	-	Online Circle	Barilla	0.0		0.0	1
10	9	VMLY&R	Caltex B2B, Crayola, Philip Morris International Project	0.0		0.0	3
						<b>1.1</b>	<b>25</b>

## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Feb 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	Rebisco AOR (Digital), Honest Bee, Do Day Dream Philippines Corporation	1.3		1.2	3
2	2	OMD	Beiersdorf	0.2		0.2	2
3	-	Wavemaker	Max's Fried Chicken, Yellow Cab Pizza Project	0.1		0.1	1
4	3	Blue 449	Dairy Brand Client	0.1		0.1	1
5	4	PHD	Singapore Airlines, NZ Post	0.1		0.1	1
6	5	Spark Foundry	Beverage Brand Client	0.1		0.1	1
7	6	Universal McCann		0.0	Government Client	0.0	0
8	-	M2M		0.0	Rebisco AOR (Digital)	-1.0	0
						0.8	9

### 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.