



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Jan 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	Ogilvy	SM Cinema - Social & Brand Management Project, Payless Shoes Project,	0.23		0.23	3
2	3	McCann WorldGroup	FMCG Client	0.04		0.04	1
3-	1	FCB		0.00		0.00	0
3-	4	Y&R		0.00		0.00	0
3-	5	Leo Burnett		0.00		0.00	0
3-	6	J Walter Thompson		0.00		0.00	0
3-	7	Dentsu		0.00		0.00	0
3-	8	Grey Group		0.00		0.00	0
3-	9	DDB		0.00		0.00	0
3-	10	NuWorks Interactive Labs		0.00		0.00	0
3-	11	TBWA		0.00		0.00	0
3-	12=	Bates		0.00		0.00	0
3-	12=	BBDO		0.00		0.00	0
3-	12=	Cheil		0.00		0.00	0
3-	12=	Havas Worldwide		0.00		0.00	0
3-	12=	M&C Saatchi		0.00		0.00	0
3-	12=	MullenLowe Group		0.00		0.00	0
3-	12=	Saatchi & Saatchi		0.00		0.00	0
3-	19	Publicis		0.00		0.00	0
						0.3	4



## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Jan 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	Universal McCann	Coca-Cola	3.0		3.00	1
2	7	Vizeum	2Go	1.1		1.11	3
3-	2	Wavemaker	Ayala Land International Sales Digital	0.1		0.05	1
3-	9	MediaCom	Bose	0.1		0.05	1
5-	1	Initiative		0.0		0.00	0
5-	4	BPN		0.0		0.00	0
5-	5	OMD		0.0		0.00	0
5-	6	Blue 449		0.0		0.00	0
5-	8	Mindshare		0.0		0.00	0
5-	10	dentsu X		0.0		0.00	0
5-	11	Havas Media		0.0		0.00	0
5-	14	Zenith		0.0		0.00	0
5-	15	Spark Foundry		0.0		0.00	0
5-	16	Carat		0.0		0.00	0
15	12	PHD		0.0	2Go	-0.20	0
16	13	Starcom		0.0	Coca-Cola	-3.00	0
						1.0	6

### 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.