

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / July 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	Dentsu	Smart Communications Project, PLDT Project, Nestle Contract	2.70		2.70	6
2	11	Leo Burnett	Engineering Client	1.50		1.50	5
3	2	NuWorks Interactive Lab	Belo Papaya Soap Campaign Project , Jollibee Kids Club Website Project,	1.50		1.50	2
4	3	BBDO	Araneta Project, Roche Project, Cebu LandMasters Project	2.10	Campbell Soup	1.50	5
5	5	McCann WorldGroup	Lee Philippines Project, First Philippine Holdings) Project,	1.00	Kopiko Blanca Promo Project	0.92	25
6	7	Y&R	Solaire Integrated Resort & Casino	0.65		0.65	4
7	6	Saatchi & Saatchi	Campbell Soup	0.60		0.60	1
8	8	MullenLowe Group	ARC Refreshments	0.50		0.50	1
9	9	J Walter Thompson	Nikon Digital	0.25		0.25	2
10	10	Ogilvy	Telus International, SM Cinema Project, RFM - Fiesta Pasta Project	0.34	FMCG Client	0.20	7
11	13=	FCB		0.12		0.12	1
12	4	DDB	Department of Trade and Industry Project, Nutriasia (Jufra) Project,	1.08		0.08	11
13	12	Publicis	Trava Real Estate	0.04		0.04	1
14-	13=	Bates		0.00		0.00	0
14-	13=	Cheil		0.00		0.00	0
14-	13=	M&C Saatchi		0.00		0.00	0
17	13=	Havas Worldwide		0.00	RB	-0.06	0
18	13=	TBWA		0.00	Firefly Electric & Lighting Corp.	-0.10	0
19	13=	Grey Group		0.00	Revlon	-0.16	0
						10.2	71

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / July 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	6	MediaCom	Bose, adidas Buying, Hilton Global	1.2	Revlon Global	1.07	6
3	2	Vizeum	2Go, Goldilocks Bakeshop and Foodshop Digital, Bridgestone	1.3	Huawei	1.00	5
4	3	Initiative	Le Minerale, Revlon Global	0.7		0.67	6
5	4	Spark Foundry	Marriott, Lenovo Global	0.5		0.53	3
6	5	OMD	Philusa Corporation Digital	0.5		0.45	2
7	7	Carat	Microsoft	0.5	Adidas Global Buying	0.25	1
8	8	Zenith	Finance Client	0.2		0.15	1
9	9	PHD	Fashion Interiors Project, Manila Hearing Aid Project, HSBC	0.4	2Go	0.12	5
10-	13	Blue 449		0.1		0.08	2
10-	10	dentsu X	Electronics Client	1.1	PLDT, Smart, Talk & Text, PLDT Home (Digital)	0.08	9
12-	11	M2M	Republic Biscuits Corp	0.0		0.01	1
12-	15	Wavemaker	Ayala Land International Sales Digital, PLDT, Smart, Talk & Text, PLDT Home (Digital)	1.4	Campbell Soup	0.01	4
14	12	BPN		0.0		0.00	0
15	14	Mindshare	NutriAsia Project	0.0	HSBC	-0.06	1
16	16	Havas Media		0.0	Marriott	-0.52	0
17	17	Starcom	Campbell Soup	0.3	Mars	-2.94	1
						3.9	48

### 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.