

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / June 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	2	NuWorks Interactive Labs	Belo Papaya Soap Campaign Project , Jollibee Kids Club Website Project,	1.50		1.50	2
3	3	BBDO	Araneta Project, Roche Project, Cebu LandMasters Project	2.10	Campbell Soup	1.50	5
4	4	DDB	Department of Trade and Industry Project, Nutriasia (Jufan) Project,	1.08		1.08	11
5	6	McCann WorldGroup	Lee Philippines Project, First Philippine Holdings) Project,	0.80	Kopiko Blanca Promo Project	0.72	18
6	5	Saatchi & Saatchi	Campbell Soup	0.60		0.60	1
7	7	Y&R	Solaire Integrated Resort & Casino	0.55		0.55	3
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	0.33	FMCG Client	0.19	6
11	11	Leo Burnett	Engineering Client	0.12		0.12	1
12	12	Publicis	Trava Real Estate	0.04		0.04	1
13=	13=	FCB		0.00		0.00	0
13=	13=	Grey Group		0.00		0.00	0
13=	13=	TBWA		0.00		0.00	0
13=	13=	Bates		0.00		0.00	0
13=	13=	Cheil		0.00		0.00	0
13=	13=	Havas Worldwide		0.00		0.00	0
13=	13=	M&C Saatchi		0.00		0.00	0
						9.7	57

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / June 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	3	Initiative	Le Minerale, Revlon Global	0.6		0.61	4
4	6	Spark Foundry	Marriott, Lenovo Global	0.5		0.53	3
5	5	OMD	Philusa Corporation Digital	0.5		0.45	2
6	9	MediaCom	Bose, adidas Buying, Hilton Global,	0.4	Revlon Global	0.33	3
7	4	Carat	Microsoft	0.5	adidas Global Buying	0.25	1
8	8	Zenith	Finance Client	0.2		0.15	1
9	7	PHD	Fashion Interiors Project, Manila Hearing Aid Project, HSBC	0.4	2Go	0.12	4
10	13	dentsu X	Electronics Client	1.1	PLDT, Smart, Talk & Text, PLDT Home (Digital)	0.08	9
11	10	M2M	Republic Biscuits Corp	0.0		0.01	1
12-	11=	BPN		0.0		0.00	0
12-	11=	Blue 449		0.0		0.00	0
14	14	Mindshare	NutriAsia	0.0	HSBC	-0.06	1
15	15	Wavemaker	Ayala Land International Sales Digital, PLDT, Smart, Talk & Text, PLDT Home (Digital)	1.1	Campbell Soup	-0.34	2
16	16	Havas Media		0.0	Le Minerale	-0.52	0
17	17	Starcom	Campbell Soup	0.3	NutriAsia	-2.75	1
						3.2	38

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 or visit 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.