

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Mar 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	-	Wunderman Thompson	Globe Telecom (Prepaid), Philippine Seven Corp (City Blends)	1.0		1.0	2
2	2	DDB	Mabuhay Digital, Estee Lauder Inc Project, Department of Tourism	0.6		0.6	3
3	1	Leo Burnett	Bank Client	0.5		0.5	7
4	-	Dentsu	Food Brand	0.3		0.3	3
5	6	McCann WorldGroup	ABSCBN Project, CHG Project	0.2		0.2	3
6	4	Cutwater	Smitten Ice Cream, Mdsave, Just, OneLogin	0.1		0.1	6
7	5	Ogilvy	Confidential Consumer Goods Brand Project	0.1		0.1	2
8-	7=	Accenture Interactive	Arla	0.0		0.0	1
8-	7=	Merkley+Partners	Performix	0.0		0.0	1
8-	7=	Online Circle	Barilla	0.0		0.0	1
11	10	VMLY&R	Caltex B2B, Crayola, Philip Morris International Project	0.01		0.0	3
12	3	Publicis	Chemical Industry Client	0.37	Financial Services Company	-0.7	3
						2.2	35



2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Mar 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	Potato Corner, Rebisco AOR (Digital), Honest Bee, Do Day Dream Philippines Corporation	1.3		1.2	4
2	2	OMD	Beiersdorf	0.2		0.2	2
3	3	Wavemaker	Max's Fried Chicken, Yellow Cab Pizza Project	0.1		0.1	1
4	4	Blue 449	Dairy Brand Client	0.1		0.1	1
5	5	PHD	Singapore Airlines, NZ Post	0.1		0.1	1
6	6	Spark Foundry	Beverage Brand Client	0.1		0.1	1
7	-	Starcom	Food Brand Client	0.0		0.0	1
8	7	Universal McCann		0.0	Government Client	0.0	0
9	-	Carat		0.0	Food Brand Client	0.0	0
10	8	M2M		0.0	Rebisco AOR (Digital)	-1.0	0
						0.8	11

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.