



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / May 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	6	DDB	Eastwest Bank, Kopiko Blanca Promo Project, Shangrila Plaza Project	0.70		0.67	9
5	11=	Saatchi & Saatchi	Campbell Soup	0.60		0.60	1
6	7	McCann WorldGroup	Lee Philippines Project, First Philippine Holdings) Project,	0.65	Kopiko Blanca Promo Project	0.58	14
7	10	Y&R	Solaire Integrated Resort & Casino	0.55		0.55	3
8	5	MullenLowe Group	ARC Refreshments	0.50		0.50	1
9	8	J Walter Thompson	Nikon Digital	0.25		0.25	2
10	9	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	4	Publicis	Trava Real Estate	0.04		0.04	1
11=	11=	FCB		0.00		0.00	0
11=	11=	Grey Group		0.00		0.00	0
11=	11=	TBWA		0.00		0.00	0
11=	11=	Bates		0.00		0.00	0
11=	11=	Cheil		0.00		0.00	0
11=	11=	Havas Worldwide		0.00		0.00	0
11=	11=	M&C Saatchi		0.00		0.00	0
						9.2	51

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / May 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	5=	Initiative	Le Minerale	0.5		0.51	3
4	4	Carat	Microsoft	0.5		0.50	1
5	5=	OMD	Philusa Corporation Digital	0.5		0.45	2
6	8	Spark Foundry	Marriott	0.4		0.38	2
7	7	PHD	Fashion Interiors Project, Manila Hearing Aid Project, HSBC	0.5	2Go	0.27	4
8	11=	Zenith		0.2		0.15	1
9	9	MediaCom	Bose	0.1		0.05	1
10	10	M2M	Republic Biscuits Corp	0.0		0.01	1
11=	11=	BPN		0.0		0.00	0
11=	11=	Blue 449		0.0		0.00	0
13	3	dentsu X	Electronics Client	0.9	PLDT, Smart, Talk & Text, PLDT Home (Digital)	-0.14	5
14	14	Mindshare		0.0	HSBC	-0.25	0
15	16	Wavemaker	Ayala Land International Sales Digital, PLDT, Smart, Talk & Text, PLDT Home (Digital)	1.1	Campbell Soup	-0.34	2
16	15	Havas Media		0.0	Le Minerale	-0.45	0
17	17	Starcom	Campbell Soup	0.3	Coca-Cola	-2.70	1
						2.8	29

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.