



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Nov 2017

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	Ogilvy	Powerplant Mall Project, Unilever Food Solutions Project, Abenson's eCommerce	3.92		3.92	10
2	2	FCB	Sky Suites Corporate and Residential Towers, Cobra Energy Drink, 2018 Ad Summit Pilipinas	1.90		1.90	10
3	3	McCann WorldGroup	Europa - Yacht Project, Pru Life UK Project, Apao Project, Essilor Project	1.31		1.31	31
4	4	Y&R	NutriAsia Projects, Highlands - Corned Beef Project	1.22		1.22	5
5	5	Leo Burnett	McDonald's, TAPE Project, Puregold Project	1.10		1.10	14
6	6	J Walter Thompson	Telecom Project	0.83		0.83	2
7	8	Dentsu	Toyota (Digital)	0.69	Creamsilk(digital)	0.66	10
8	7	Publicis	AB Heineken, JS Unitrade, Sanofi	0.51		0.51	9
9	9	Grey Group	Maggi Project, P&G Pantene Project, Tim Hortons Project	0.41		0.41	28
10	10	DDB	Department of Tourism(Digital), Nutriasia, Metro Pacific Investments Corp, RCBC Project	0.35		0.35	13
11	11	NuWorks Interactive Labs	Nestle -NIDO Growing Up Milk (Digital), Nestle E-Commerce (Digital)	0.07		0.07	4
12	12	TBWA	Woolmark	0.04		0.04	1
13-	13=	Bates		0.00		0.00	0
13-	13=	BBDO		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
13-	13=	MullenLowe Group		0.00		0.00	0
13-	13=	Saatchi & Saatchi		0.00		0.00	0
						12.3	137

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Nov 2017

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	4	Initiative	Reckitt Benckiser, PRU Life UK, Lego	3.1		3.10	10
2	3	MEC	Mead Johnson Digital, Kimberly-Clark Corporation, Mega Sardines	2.2	SCPG (Perla)	2.05	8
3	9	Universal McCann	Fine Care Hygienics, Megaworld,	2.2	AutoNation	2.03	14
4	1	BPN	Voyager Innovations (Lendr), Kino Consumer(Lola Remedios), Isuzu	1.3		1.28	7
5	2	OMD	McDonald's, RCBC Project, Pag-Ibig, Del Monte Project	1.2		1.23	11
6	5	Blue 449	AMA University Campaign Project, Bounty Fresh Food Digital Media	1.0		0.99	14
7	6	Vizeum	Kenny Rogers Roasters (Planning), Northern Cement (Planning), AirAsia (Planning)	1.2	Merck Consumer Health (Neurobion and Sangobion)	0.80	21
8	8	Mindshare	Unilever Communications Planning, General Nutrifoods, Powerplant Mall	1.0	Kimberly-Clark Corporation	0.68	8
9	7	MediaCom	Uber, PSA Group, Akzo Nobel Paints	0.9	SM Malls	0.65	4
10	11	dentsu X	FMCG client	0.1		0.13	9
11	12	Havas Media	Emirates, Michelin	0.1	Republic Cement	0.08	2
12	10	PHD	Electrolux, DoubleDragon Properties Project, ATC Healthcare Project	0.2	Unilever Communications Planning	0.02	11
13	15	Starcom	Lucio Tan Group, Merck Consumer Health(Neurobion and Sangobion), Silver Swan	2.7	Goldilocks	-0.05	8
14	14	Zenith		0.0	SeaOil	-0.05	0
15	16	Spark Foundry	TGP Pharma Inc	0.2	Shakeys	-0.33	2
16	13	Carat	Standard Chartered Bank	0.1	Lucio Tan Group	-1.35	3
						<b>11.3</b>	<b>132</b>

### 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.