

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Nov 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	BBDO	Araneta Project, Roche Project, Cebu LandMasters Project	4.10	Tourism Australia	3.35	6
2	2	Dentsu	Smart Communications Project, PLDT Project, Nestle Contract	2.70		2.70	6
3	7	J Walter Thompson	Globe Telecom, Inc. (myBusiness) Project, NETFLIX PTE. LTD. Project, Midea Washing Machine, Dupont-Coteva	2.48		2.48	31
4	3	Leo Burnett	Engineering Client	1.63		1.63	8
5	4	NuWorks Interactive Labs	Belo Papaya Soap Campaign Project , Jollibee Kids Club Website Project,	1.50		1.50	2
6	5	McCann WorldGroup	Lee Philippines Project, First Philippine Holdings) Project,	1.30	Kopiko Blanca Promo Project	1.22	34
7	6	VMLY&R	Solaire Integrated Resort & Casino	1.15		1.15	6
8	8	Saatchi & Saatchi	Campbell Soup	0.60		0.60	1
9	9	MullenLowe Group	ARC Refreshments	0.50		0.50	1
10	10	Publicis	ING Bank Project, Genting Cruise Lines Project, Suy Sing Commercial Corp. Trava Real Estate	0.38		0.38	4
11	11	Ogilvy	Telus International, SM Cinema Project, RFM - Fiesta Pasta Project	0.34	FMCG Client	0.20	7
12	14=	M&C Saatchi	Tourism Australia	0.15		0.15	1
13	12	FCB		0.12		0.12	1
14	13	DDB	Philip Morris, Toshiba, SM Supermalls' Various Video Projects (SM Lifestyle, Supervalu, SM Mart) Project, Department of Trade and Industry Project	1.11		0.11	14
15=	14=	Bates		0.00		0.00	0
15=	14=	Cheil		0.00		0.00	0
17	17	Havas Worldwide		0.00	RB	-0.06	0
18	18	TBWA		0.00	Firefly Electric & Lighting Corp.	-0.10	0
19	19	Grey Group		0.00	Revlon	-0.56	0
						15.4	122

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Nov 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	Wavemaker	Smart Project, Huawei Project, Ayala Land International Sales Digital, PLDT, Smart	3.2	Campbell Soup	1.76	6
3	3	MediaCom	Bose, adidas Buying, Hilton Global,	1.8	Revlon Global	1.70	7
4	4	Vizeum	2Go, Goldilocks Bakeshop and Foodshop Digital, Bridgestone	1.3		1.32	5
5	5	Spark Foundry	AVON, Marriott, Lenovo Global	1.1		1.11	5
6	8	Initiative	Le Minerale, Revlon Global	1.0		1.05	8
7	6	Zenith	Finance Client	0.9		0.90	3
8	7	OMD	Daimler, Philusa Corporation Digital	0.9		0.70	5
9	10	M2M	Republic Biscuits Corp	0.0		0.01	1
10-	11=	Blue 449	Motorcycle Client	0.1		0.00	2
10-	11=	BPN		0.0		0.00	0
12	9	dentsu X	Electronics Client	1.1	PLDT, Smart, Talk & Text, PLDT Home (Digital)	-0.11	9
13	13	PHD	Fashion Interiors Project, Manila Hearing Aid Project, HSBC	0.4	2Go	-0.13	5
14	14	Carat	Microsoft	0.5	7-Eleven	-0.29	1
15	15	Havas Media	Puma	0.1	Marriott	-0.43	2
16	16	Mindshare	BP, QuadX, Starbucks, 7-Eleven	0.5	HSBC	-1.07	6
17	17	Starcom	Campbell Soup	0.3	Mars	-2.94	1
						6.6	67

### 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.