

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Oct 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	6	FCB	Cobra Energy Drink, 2018 Ad Summit Pilipinas, Double Dragon Properties	1.35		1.35	8
3	3	McCann WorldGroup	Pru Life UK Project, Apao Project, Essilor Project	1.30		1.30	30
4	2	Y&R	NutriAsia Projects, Highlands - Corned Beef Project	1.22		1.22	5
5	4	Leo Burnett	McDonald's, TAPE Project, Puregold Project	1.10		1.10	14
6	5	J Walter Thompson	Telecom Project	0.83		0.83	2
7	7	Publicis	AB Heineken, JS Unitrade, Sanofi	0.51		0.51	9
8	8	Dentsu	Toyota (Digital)	0.52	Creamsilk(digital)	0.49	8
9	11=	Grey Group	Maggi Project, P&G Pantene Project, Tim Hortons Project	0.41		0.41	28
10	9	DDB	Nutriasia, Metro Pacific Investments Corp, RCBC Project	0.34		0.34	12
11	10	NuWorks Interactive Labs	Nestle -NIDO Growing Up Milk (Digital), Nestle E-Commerce (Digital)	0.07		0.07	4
12	11=	TBWA	Woolmark	0.04		0.04	1
11-	11=	Bates		0.00		0.00	0
11-	11=	BBDO		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
11-	11=	MullenLowe Group		0.00		0.00	0
11-	11=	Saatchi & Saatchi		0.00		0.00	0
						11.5	131

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Oct 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	BPN	Voyager Innovations (Lendr), Kino Consumer(Lola Remedios), Isuzu	1.3		1.28	7
2	2	OMD	McDonald's, RCBC Project, Pag-Ibig, Del Monte Project	1.2		1.23	11
3	3	Wavemaker	Kimberly-Clark Corporation, Mega Sardines, Andok's Liston Manok	1.2	SCPG (Perla)	1.05	7
4	9	Initiative	Fine Hygenic Holding, Huawei, Katapult, Renucci Rice Partnership	1.0		0.99	6
5	4	Blue 449	Kimberly-Clark, Vivo Mobile Technology, SCPG(Perla)	0.9		0.87	10
6	5	Vizeum	Kenny Rogers Roasters (Planning), Northern Cement (Planning), AirAsia (Planning)	1.2	Merck Consumer Health (Neurobion and Sangobion)	0.80	21
7	6	MediaCom	Uber, PSA Group	0.9	SM Malls	0.63	3
8	7	Mindshare	General Nutrifoods, Powerplant Mall, Unilever Food Solutions	0.8	Kimberly-Clark Corporation	0.53	7
9	8	Universal McCann	Milkita (UNIFAM), Tolak Angin (Sido Muncul), Spotify	0.7	AutoNation	0.51	11
10	10	PHD	Electrolux, DoubleDragon Properties Project, ATC Healthcare Project	0.2	Kimberly-Clark	0.17	11
11	11	dentsu X	FMCG client	0.1		0.13	9
12	12	Havas Media	Emirates, Michelin	0.1	Republic Cement	0.08	2
13	13	Carat	Standard Chartered Bank	0.1	Electrolux SEM	0.05	3
14	14	Zenith		0.0	SeaOil	-0.05	0
15	15	Starcom	Merck Consumer Health(Neurobion and Sangobion), Silver Swan, NutriAsia Digital	1.5	Goldilocks	-0.30	7
16	16	Spark Foundry	TGP Pharma Inc	0.1	Shakeys	-0.43	1
						7.5	116

### 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.