

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Oct 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	Campbell Soup	3.50	6
2	2	Dentsu	Smart Communications Project, PLDT Project, Nestle Contract	2.70		2.70	6
3	3	Leo Burnett	Engineering Client	1.63		1.63	8
4	4	NuWorks Interactive Labs	Beio Papaya Soap Campaign Project , Jollibee Kids Club Website Project	1.50		1.50	2
5	6	McCann WorldGroup	Lee Philippines Project, First Philippine Holdings) Project,	1.26	Kopiko Blanca Promo Project	1.18	33
6	5	VMLY&R	Solaire Integrated Resort & Casino	1.15		1.15	6
7	10	J Walter Thompson	Dupont-Coteva, Edgewell, MeadJohnson, Nikon Digital	0.65		0.65	11
8	7	Saatchi & Saatchi	Campbell Soup	0.60		0.60	1
9	8	MullenLowe Group	ARC Refreshments	0.50		0.50	1
10	9	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	12	FCB		0.12		0.12	1
13	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
14-	14=	Bates		0.00		0.00	0
14-	14=	Cheil		0.00		0.00	0
14-	14=	M&C Saatchi		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
						13.5	100

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Oct 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	12=	Wavemaker	Smart Project, Huawei Project, Ayala Land International Sales Digital, PLDT, Smart	3.2	Campbell Soup	1.76	6
3	2	MediaCom	Bose, adidas Buying, Hilton Global,	1.8	Revlon Global	1.70	7
4	3	Vizeum	2Go, Goldilocks Bakeshop and Foodshop Digital, Bridgestone	1.3		1.32	5
5	4	Spark Foundry	Marriott, Lenovo Global	1.0		0.98	4
6	7	Zenith	Finance Client	0.9		0.90	3
7	6	OMD	Daimler, Philusa Corporation Digital	0.9		0.70	5
8	5	Initiative	Le Minerale, Revlon Global	0.7		0.67	6
9	10=	dentsu X	Electronics Client	1.1	PLDT, Smart, Talk & Text, PLDT Home (Digital)	0.08	9
10	12=	M2M	Republic Biscuits Corp	0.0		0.01	1
11-	10=	Blue 449		0.1		0.00	2
11-	14	BPN		0.0		0.00	0
13	8=	PHD	Fashion Interiors Project, Manila Hearing Aid Project, HSBC	0.4	2Go	-0.13	5
14	15	Carat	Microsoft	0.5	7-Eleven	-0.29	1
15	16	Havas Media	Puma	0.1	Marriott	-0.43	2
16	8=	Mindshare	QuadX, Starbucks, 7-Eleven, NutriAsia Project	0.4	HSBC	-1.16	5
17	17	Starcom	Campbell Soup	0.3	Mars	-2.94	1
						6.2	63

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.