

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Sep 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	4	BBDO	Ford, Araneta Project, Roche Project, Cebu LandMasters Project	4.10	Campbell Soup	3.50	6
2	1	Dentsu	Smart Communications Project, PLDT Project, Nestle Contract	2.70		2.70	6
3	2	Leo Burnett	Engineering Client	1.63		1.63	8
4	3	NuWorks Interactive Labs	Belo Papaya Soap Campaign Project , Jollibee Kids Club Website Project	1.50		1.50	2
5	6	VMLY&R	Inbisco/Vouno (Le Minerale) Project, Pilmico Farms (YOLO), Solaire Integrated Resort & Casino	1.15		1.15	6
6	5	McCann WorldGroup	Lee Philippines Project, First Philippine Holdings) Project,	1.08	Kopiko Blanca Promo Project	1.01	28
7	7	Saatchi & Saatchi	Campbell Soup	0.60		0.60	1
8	8	MullenLowe Group	ARC Refreshments	0.50		0.50	1
9	9	Publicis	ING Bank Project, Genting Cruise Lines Project, Suy Sing Commercial Corp, Trava Real Estate	0.38		0.38	4
10	10	J Walter Thompson	Nikon Digital	0.25		0.28	3
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	SM Supermalls' Various Video Projects (SM Lifestyle, Supervalu, SM Mart) Project, Department of Trade and Industry Project, Nutriasia (Jufran) Project	1.09		0.09	12
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
						12.9	85

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Sep 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	MediaCom	Bose, adidas Buying, Hilton Global,	1.8	Revlon Global	1.70	7
3	3	Vizeum	2Go, Goldilocks Bakeshop and Foodshop Digital, Bridgestone	1.3		1.32	5
4	4	Spark Foundry	Marriott, Lenovo Global	1.0		0.98	4
5	7	Zenith	Nestle, GSK, Finance Client	0.9		0.90	3
6	5	Initiative	Le Minerale, Revlon Global	0.7		0.67	6
7	6	OMD	Philusa Corporation Digital	0.5	Intel	0.30	2
8=	10=	Blue 449		0.1		0.08	2
8=	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	14	BPN		0.0		0.00	0
12	12=	Wavemaker	Ayala Land International Sales Digital, PLDT, Smart, Talk & Text, PLDT Home (Digital)	1.4	United Airlines	-0.02	4
13	8=	PHD	Fashion Interiors Project, Manila Hearing Aid Project, HSBC	0.4	GlaxoSmithKline	-0.13	5
14	15	Carat	Microsoft	0.5	7-Eleven	-0.29	1
15	16	Havas Media	De Beers	0.0	Marriott	-0.51	1
16	8=	Mindshare	7-Eleven, NutriAsia Project	0.2	Nestle	-1.33	3
17	17	Starcom	Campbell Soup	0.3	Mars	-2.94	1
						3.8	55

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.