



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Oct 2016

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	Coca-Cola, British Council, National Grid Corporation of the Philippines	5.64	Philippine Airlines Project	5.34	15
2	2	McCann WorldGroup	Generika Project, Nestle Nutrition Institute Project, Coca - Cola Project	4.45		4.45	38
3	3	Dentsu	Unilever Brands & Digital	1.77		1.77	5
4	4	Y&R	Unionbank Project, ABI - Colt 45, Chevron Project	1.28		1.28	5
5	7	Publicis	Okada Project, Rebisco Project, AXA Philippines	1.38	Nestle Ice cream	0.87	23
6	5	Cheil	Finance Client	0.68		0.68	3
7	6	J Walter Thompson	Globe Telecom Project	0.63		0.63	2
8	8	DDB	Philippine Airlines Project, Johnson & Johnson Project, Shopwise Project	0.59		0.59	14
9	9	Grey Group	GSK, P&G Project, UCPB Motor Insurance Project	0.46		0.46	7
10	11	Leo Burnett	Tranportation Client	0.41		0.41	7
11	10	Havas Worldwide	Monde-Nissin Project, Abbott (Cecon) Project, Bergman Project	0.27		0.27	10
12	12	Saatchi & Saatchi	GSK	0.04		0.04	1
13=	13=	BBDO		0.00		0.00	0
13=	13=	Mullen Lowe		0.00		0.00	0
13=	13=	M&C Saatchi		0.00		0.00	0
13=	13=	FCB		0.00		0.00	0
13=	13=	Bates		0.00		0.00	0
18	18	TBWA		0.00	Davies Paint Project	-0.44	0
						16.3	130

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Oct 2016

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	MediaCom	Unilab, Sony Electronics, Sony Mobile	2.6		2.63	3
2	8	Universal McCann	Profriends,Nagaraya, Premium Feeds, UTRADE, Happi	2.0	Sony Pictures	1.53	25
3	2	Starcom	BellTel, Okada Resorts & Casino, Goldilocks Bakeshop	1.7	FMCG Client	1.40	3
4	3	PHD	Friesland Campina/Alaska Milk Corporation, 2Go Group	1.2		1.22	17
5	4	Mindshare	Southeastasia Retail, Sunlife, Spotify	1.1		1.11	10
6	5	Initiative	Reckitt Benckiser	0.7		0.65	2
7	9	Carat	FMCG Client	0.5		0.53	8
8	6	MEC	Political Candidate, Wrangler, Caterpillar	0.5	Sony Electronics	0.39	7
9	7	Havas Media	Abbott (Cecon) Project, Monheim Distribution(Buying), Splash Corp (Stvlex) Project	0.5	Enerlife Richeese	0.33	20
10	11	Zenith	New Zealand Tourism(Digital), Enerlife Richeese, Gold River Management	0.3	BPI Prepaid Cards(Digital)	0.18	5
11	12	Vizeum	FMCG Client	0.2		0.16	5
12	13	Maxus		0.0	Nikon(Digital)	-0.03	0
13	14	OMD	Good Governance, World Bank Group, Columbia Pictures Industries	1.0	BellTel	-0.52	8
14	10	Dentsu Media	Manufacture Client	0.3	Gold River Management	-0.80	12
						8.8	125

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.