



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Sep 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	BPI Institutional Digital Project, Dept of Tourism Project	4.27		4.27	33
3	3	Dentsu	Unilever Brands & Digital	1.76		1.76	4
4	4	Y&R	Unionbank Project, ABI - Colt 45, Chevron Project	1.28		1.28	5
5	5	Cheil	Finance Client	0.68		0.68	3
6	6	J Walter Thompson	Globe Telecom Project	0.63		0.63	2
7	7	Publicis	Rebisco Project, Jesuit Communications Project, AXA Philippines	1.13	Nestle Ice cream	0.62	20
8	8	DDB	Philippine Airlines Project, Johnson & Johnson Project, Shopwise Project	0.59		0.59	14
9	9	Grey Group	GSK	0.40		0.40	1
10	12=	Havas Worldwide	FMCG Client	0.23		0.23	4
11	10	Leo Burnett	Tranportation Client	0.09		0.09	4
12	11	Saatchi & Saatchi	GSK	0.04		0.04	1
13=	12=	BBDO		0.00		0.00	0
13=	12=	Mullen Lowe		0.00		0.00	0
13=	12=	M&C Saatchi		0.00		0.00	0
13=	12=	FCB		0.00		0.00	0
13=	12=	Bates		0.00		0.00	0
18	18	TBWA		0.00	Davies Paint Project	-0.27	0
						15.7	106

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Sep 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	2	Starcom	BellTel, Okada Resorts & Casino, Goldilocks Bakeshop	1.7	FMCG Client	1.62	3
3	3	PHD	Friesland Campina/Alaska Milk Corporation, 2Go Group	1.2		1.22	17
4	4	Mindshare	Sunlife, Spotify, Political Candidate Project, Arla	0.9		0.91	9
5	5	Initiative	Reckitt Benckiser	0.5		0.50	1
6	6	MEC	Political Candidate, Wrangler, Caterpillar	0.5	Sony Electronics	0.39	7
7	9	Havas Media	Monheim Distribution(Buying), Splash Corp (Stylex) Project	0.5	Enerlife Richeese	0.31	15
8	7	Universal McCann	UTRADE, Happi, LCS Group, Yilinker	0.8	Sony Pictures	0.24	15
9	12	Carat	FMCG Client	0.2		0.22	5
10	8	Dentsu Media	Manufacture Client	0.3	Gold River Management	0.20	12
11	10	Zenith	New Zealand Tourism(Digital), Enerlife Richeese, Gold River Management	0.3	BPI Prepaid Cards(Digital)	0.18	5
12	11	Vizeum	FMCG Client	0.2		0.16	5
13	13	Maxus		0.0	Nikon(Digital)	-0.03	0
14	14	OMD	Good Governance, World Bank Group, Columbia Pictures Industries	1.0	BellTel	-0.52	8
						8.0	105

### 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.