

## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / July 2019

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	Grey Group	Honey, DKT International, PLDT Enterprise. PR	1.5		1.5	3
2	2	FCB	DoubleDragon (CityMall), CityMall Commercials	1.5		1.5	3
3	4	Wunderman Thompson	Globe Telecom (Prepaid), Philippine Seven Corp (City Blends)	1.1		1.1	4
4	3	DDB	FWD Life Insurance Project, Nutriasia Project, PLDT Corporate Website Project	1.1		1.1	10
5	5	BBDO	Grab	0.8		0.8	2
6	6	Ogilvy	AMA Online Education, Lazada, Adidas James Harden Event Project	0.7		0.7	8
7	7	Dentsu	Food Brand	0.6		0.6	4
8	8	Leo Burnett	Bank Client	0.6		0.6	9
9	9	McCann WorldGroup	Hong Kong Land Project, Meraico Project, Voyager Innovations Project, ABS-CBN Project, CHG	0.5		0.5	11
10	10	Anomaly	Johnnie Walker	0.1		0.1	1
11-	11=	Accenture Interactive	Arla	0.0		0.0	1
11-	11=	Merkley+Partners	Performix	0.0		0.0	1
11-	11=	Online Circle	Barilla	0.0		0.0	1
14	14	VMLY&R	Pilmico Project first, Monsanto Philippines, Ortigas Land Project first, Caltex B2B, Crayola	0.0		0.0	6
15	15	Publicis	Chemical Industry Client	0.5	Financial Services Company	-0.6	6
						7.7	70

## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / July 2019

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	Mindshare	Cherry Mobile, Tourism New Zealand, Potato Corner, Rebisco AOR (Digital), Honest Bee	1.4	Dairy company	1.26	7
2	2	Wavemaker	Max's Fried Chicken, Yellow Cab Pizza Project	0.8		0.79	4
3	4	Universal McCann	Netflix	0.4	Government Client	0.35	2
4	3	OMD	SM Store Project, Beiersdorf	0.3		0.31	4
5	8	MediaCom	PlayStation	0.2		0.18	4
6	5	Spark Foundry	Beverage Brand Client	0.1		0.11	3
7	6	Blue 449	Dairy Brand Client	0.1		0.10	1
8	7	PHD	GSK Project, Singapore Airlines, NZ Post	0.1		0.09	2
9	9	Starcom	Food Brand Client	0.1	SM Store Project	0.00	2
10	10	denstu X		0.1	Oriente Express	(0.09)	1
11	11	M2M		0.0	Rebisco AOR (Digital)	(1.00)	0
						2.0	32

### 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.