

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Oct 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	Wunderman Thompson	Globe Telecom (Prepaid), Philippine Seven Corp (City Blends)	3.6		3.1	7
2	6	Ogilvy	Dairy Farm, Mondelez, AMA Online Education, Lazada, Adidas James Harden Event Project	1.9		1.9	12
3	3=	Grey Group	Honey, DKT International, PLDT Enterprise. PR	1.5		1.5	3
4	3=	FCB	DoubleDragon (CityMall), CityMall Commercials	1.5		1.5	3
5	5	DDB	Dairy Farm, FWD Life Insurance Project, Nutriasia Project	1.3		1.3	11
6	7	BBDO	Grab	0.8		0.8	2
7	8	Dentsu	Food Brand	0.8		0.8	6
8	9	McCann WorldGroup	Mead Johnson - Lactum Project, First Gen Project, PA Properties Project, Google Project	0.7		0.7	22
9	10	Leo Burnett	Bank Client	0.6		0.6	9
10	19	MullenLowe Group	IT Client	0.2		0.2	1
11	11	Anomaly	Johnnie Walker	0.1		0.1	1
12	12=	Merkley+Partners	Performix	0.0		0.03	1
13	12=	Online Circle	Barilla	0.0		0.03	1
14	15	VMLY&R	Pilmico Project first, Monsanto Philippines, Ortigas Land Project first, Caltex B2B, Crayola	0.0		0.02	6
15	16	Publicis	Chemical Industry Client	0.5	Financial Services Company	-0.65	6
						11.9	91

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Oct 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	Dyson, Instarem, Cherry Mobile, Tourism New Zealand, Potato Corner	1.8	Dairy company	1.68	10
2	14	Zenith	The Walt Disney Company	1.6		1.61	2
3	3	Wavemaker	Max's Fried Chicken, Yellow Cab Pizza Project	1.9	Vodafone	1.04	6
4	5	Universal McCann	Netflix	0.9	Government Client	0.85	3
5	13	Vizeum	E-Commerce Client	0.8		0.76	2
6	2	MediaCom	PlayStation, Jollibee	0.7		0.67	5
7	6	OMD	SM Store Project, Beiersdorf	0.6		0.61	6
8	8	Spark Foundry	Beverage Brand Client	0.6		0.61	4
9	4	Initiative	NutriAsia Philippines, Honda Phils	0.4		0.36	2
10	9	Blue 449	Dairy Brand Client	0.1		0.10	1
11	10	PHD	GSK Project, Singapore Airlines, NZ Post	0.1		0.09	2
12	16	denstu X		0.1	Oriente Express	(0.09)	1
13	11	Havas Media	Tripadvisor	0.1		(0.09)	1
14	12	Starcom	Food Brand Client	0.2	SM Store Project	(0.05)	3
15	17	M2M		0.0	Rebisco AOR (Digital)	(1.00)	0
16	7	Carat	Vodafone	0.3	Food Brand Client	(1.263)	3
						5.7	46

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.