



2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Dec 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	Beiersdorf healthcare brands, Globe Telecom (Prepaid), Philippine Seven Corp (City Blends)	4.2		3.7	8
2	2	McCann WorldGroup	GSK pharmaceuticals, APEC Plans, Radyo Pilipino	2.0		2.0	26
3	3	Ogilvy	Dairy Farm, Mondelez, AMA Online Education, Lazada, Adidas James Harden Event Project	1.9		1.9	12
4	4	Grey Group	Honey, DKT International, PLDT Enterprise. PR	1.5		1.5	3
5	5	Publicis	AXA	2.6	Financial Services Company	1.5	12
6	6	DDB	Traveloka Philippines Inc. Project, National Nutrition Council Project, Dairy Farm	1.5		1.5	13
7	7	FCB	DoubleDragon (CityMall), CityMall Commercials	1.5		0.9	3
8	8	BBDO	Grab	0.8		0.8	2
9	9	Dentsu	Food Brand	0.8		0.8	6
10	10	Leo Burnett	Bank Client	0.6		0.6	9
11	11	MullenLowe Group	IT Client	0.2		0.2	1
12	12	Anomaly	Johnnie Walker	0.1		0.12	1
13=	13=	Merkley+Partners	Performix	0.0		0.03	1
13=	13=	Online Circle	Barilla	0.0		0.03	1
15	15	VMLY&R	Pilmico Project first, Monsanto Philippines, Ortigas Land Project first, Caltex B2B, Crayola	0.0		0.02	6
						15.6	104

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Dec 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	Vivo Digital, Dyson, Instarem, Cherry Mobile, Tourism New Zealand, Potato Corner	2.2	Dairy company	2.13	13
2	2	Zenith	The Walt Disney Company	1.6		1.61	2
3	4	Universal McCann	Netflix, Food Panda, Alfamart, GAC Motor	1.4	Government Client	1.40	6
4	3	Wavemaker	Max's Fried Chicken, Yellow Cab Pizza Project	1.9	Vodafone	1.04	6
5	5	Vizeum	E-Commerce Client	0.8		0.76	2
6	6	MediaCom	PlayStation, Jollibee	0.7		0.67	5
7	7	OMD	SM Store Project, Beiersdorf	0.6		0.61	6
8	8	Spark Foundry	Beverage Brand Client	0.6		0.61	4
9	9	Havas Media	Tripadvisor, PHISCO, Customer Care Products	0.6		0.41	3
10	10	Initiative	NutriAsia Philippines, Honda Phils	0.4		0.38	3
11	11	Carat	Vodafone	0.3	Food Brand Client	0.24	3
12	12	Blue 449	Dairy Brand Client	0.1		0.10	1
13	13	Starcom	Food Brand Client	0.2	SM Store Project	0.00	5
14	14	dentsu X		0.1	Oriente Express	(0.09)	1
15	15	PHD	GSK Project, Singapore Airlines, NZ Post	0.1	Ferrero	(0.11)	2
16	16	M2M		0.0	Rebisco AOR (Digital)	(1.000)	0
						8.7	62

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.