

## **2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE**

Philippines / Jan 2020

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	11	MullenLowe Group	Department of Tourism, Philippine International Convention Center	2.5		2.5	4
2	-	ВВН	Jollibee	2.0		2.0	1
3	10	Leo Burnett	FMCG Client	0.4		0.4	4
4	8	BBDO	Department of Trade and Industry Project Industrial Industriation Council Project,	0.3		0.3	3
5	6	DDB	Department of Tourism (DOT)	0.1		0.1	2
						5.3	14

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## **2020 MEDIA AGENCIES NEW BUSINESS LEAGUE**

Philippines / Jan 2020

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	13	Starcom	FMCG Client	0.5		0.45	1
2	10	Initiative	Evyap, Frabelle-Johnsonville, Maria Clara Sangria Project	0.2		0.17	4
3	3	Universal McCann	Emirates Airlines	0.2		0.15	1
4	7	OMD	UnionBank	0.1		0.14	1
5	9	Havas Media		0.0	Emirates Airlines	(0.60)	0
						0.3	7

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, R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to greg@rthree.com 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 R0I.