

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Feb 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	4	BBDO	Department of Trade and Industry Project, Frabelle Project	3.3	Pag-IBIG Fund	2.9	5
2	1	MullenLowe Group	Department of Tourism, Philippine International Convention Center	2.5		2.5	4
3	2	ВВН	Jollibee	2.0		2.0	1
4	16	VMLY&R	Intel	0.5		0.5	1
5	3	Leo Burnett	FMCG Client	0.5		0.5	5
6	5	DDB	Pag-IBIG Fund, National Nutrition Council Project, Department of Tourism (DOT) Project	0.4		0.4	3
7	10	Publicis	Food Company	0.1		0.1	1
						8.8	20

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2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Feb 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	14	PHD	Diageo	0.5		0.47	3
2	1	Starcom	FMCG Client	0.5		0.45	1
3	2	Initiative	Evyap, Frabelle-Johnsonville, Maria Clara Sangria Project	0.2		0.17	4
4	3	Universal McCann	Emirates Airlines	0.2		0.15	1
5	4	OMD	UnionBank	0.1		0.14	1
6	6	Zenith	Telecom Client	0.1		0.08	1
						0.4	11

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 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.