R3 WORLDWIDE

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Mar 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	1	BBDO	Department of Trade and Industry Project, Frabelle Project	3.4	Pag-IBIG Fund	3.0	7
2	2	MullenLowe Group	Department of Tourism, Philippine International Convention Center	2.5		2.5	4
3	3	BBH	Jollibee	2.0		2.0	1
4	4	VMLY&R	Intel	0.5		0.5	2
5	5	Leo Burnett	FMCG Client	0.5		0.5	5
6	6	DDB	Pag-IBIG Fund, National Nutrition Council Project, Department of Tourism (DOT) Project	0.4		0.4	3
7	8	Wunderman Thompson	HSBC	0.2		0.2	1
8	7	Publicis	Food Company	0.2		0.2	2
9	10	Ogilvy	CIMB Bank Philippines, Plaza and Partners Project, General Heat Corporation	0.2		0.2	3
						9.3	28

R3 WORLDWIDE

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Mar 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	8	Vizeum	Food Client	0.8		0.80	2
2	1	PHD	Diageo	0.5		0.47	3
3	3	Initiative	Evyap, Frabelle-Johnsonville, Maria Clara Sangria Project	0.2		0.17	4
4	2	Starcom	FMCG Client	0.5		0.15	1
5	4	Universal McCann	Emirates Airlines	0.2		0.15	1
6	5	OMD	UnionBank	0.1		0.14	1
7	6	Zenith	Telecom Client	0.1		0.08	1
						0.4	13

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 ROI.