2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / June 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	Leo Burnett	FMCG Client	0.6		0.6	9
5	5	VMLY&R	Intel, Robinsons Land Project, CAM GSM Project	0.5		0.5	4
6	6	DDB	Nutriasia Locally Project, Nutriasia Canned Veggies Project, SM E-Commerce Project	0.4		0.4	6
7	7	Wunderman Thompson	HSBC	0.2		0.2	1
8	9	Ogilvy	Epson Philippines, Pilmico Project, CIMB Bank Philippines, Plaza and Partners Project	0.3		0.3	7
9	8	Publicis	Food Company	0.2		0.2	3
10	10	McCann WorldGroup	WebFocus Project	0.1		0.1	4

2020(Jan-Jun)	10.8	51
2019(Jan-Jun)	7.8	62
YoY Comparison:	38.8%	-17.7%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / June 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	Vizeum	Food Client	0.8		0.80	2
2	2	Spark Foundry	Alcohol Brand	0.8		0.75	1
3	3	OMD	UnionBank, ADP PHARMA Project	0.5		0.53	8
4	4	Wavemaker	BDO	1.1	Energizer	0.49	1
5	5	PHD	Diageo, Dole, Stada, Landers Superstore	0.6		0.27	6
6	6	Universal McCann	Emirates Airlines	0.3		0.25	2
7	7	Initiative	Evyap, Frabelle-Johnsonville, Maria Clara Sangria Project	0.2		0.17	4
8	8	Starcom	FMCG Client	0.5		0.15	1
9	9	Zenith	Telecom Client	0.1		0.10	2

2020(Jan-Jun)	2.4	29
2019(Jan-Jun)	1.6	22
YoY Comparison:	56.3%	31.8%

2020 Creative & Media (Jan-Jun)	13.2	80
2019 Creative & Media (Jan-Jun)	9.3	84
YoY Comparison:	41.7%	-4.8%