

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Aug 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	Spark Foundry	Alcohol Brand	0.8		0.75	1	
2	4	Wavemaker	BDO, Suntory	1.2	Energizer	0.64	3	
3	2	Universal McCann	Emirates Airlines, Lazada	0.6		0.60	3	
4	3	OMD	UnionBank, ADP PHARMA Project	0.5		0.53	8	
5	5	Vizeum	Food Client	0.8	Lazada	0.45	2	
6	9	Starcom	RB (Reckitt Benckiser), Globe Telecom	0.6		0.34	4	
7	6	PHD	Diageo, Dole, Stada, Landers Superstore	0.6		0.27	6	
8	7	Zenith	Disney+	0.2		0.20	3	
9	8	Initiative	Evyap, Frabelle-Johnsonville, Maria Clara Sangria Project	0.2		0.17	4	
10	10	dentsu X	YAMAHA - Makati Project	0.0		(0.01)	1	
11	11	Mindshare	Robinsons Land Corporation	0.0	FMCG Client	(0.15)	1	
12	12	Carat	Nutriasia	0.0	Diageo	(0.25)	1	
13	13	Havas Media		0.0	Emirates Airlines	(0.60)	0	
						2020(Jan-Aug)	2.9	37
						2019(Jan-Aug)	3.2	39
						YoY Comparison:	-7.6%	-5.1%
						2020 Creative & Media (Jan-Aug)	13.9	94
						2019 Creative & Media (Jan-Aug)	17.2	125
						YoY Comparison:	-19.3%	-24.8%

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.