

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / July 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	13	Dentsu	FMCG Client	1.0		1.0	5
5	4	Leo Burnett	FMCG Client	0.6		0.6	9
6	5	VMLY&R	Intel, Robinsons Land Project, CAM GSM Project	0.5		0.5	4
7	6	DDB	Nutrasia Locany Project, Nutrasia Canned Veggies Project, SM E-Commerce Project	0.4		0.4	6
8	8	Ogilvy	Epson Philippines, Pilmico Project, CIMB Bank Philippines, Plaza and Partners Project	0.3		0.3	7
9	7	Wunderman Thompson	HSBC	0.2		0.2	1
10	9	Publicis	Food Company	0.2		0.2	3
11	10	McCann WorldGroup	WebFocus Project	0.1		0.1	5

2020(Jan-Jul)	10.8	51
2019(Jan-Jul)	7.7	70
YoY Comparison:	40.9%	-27.1%

## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / July 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	2	Spark Foundry	Alcohol Brand	0.8		0.75	1
2	6	Universal McCann	Emirates Airlines, Lazada	0.6		0.60	3
3	3	OMD	UnionBank, ADP PHARMA Project	0.5		0.53	8
4	4	Wavemaker	BDO	1.1	Energizer	0.49	1
5	1	Vizeum	Food Client	0.8	Lazada	0.45	2
6	5	PHD	Diageo, Dole, Stada, Landers Superstore	0.6		0.27	6
7	9	Zenith	Disney+	0.2		0.20	3
8	7	Initiative	Evyap, Frabelle-Johnsonville, Maria Clara Sangria Project	0.2		0.17	4
9	8	Starcom	FMCG Client	0.5		0.15	1
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-Jul)	2.6	32
2019(Jan-Jul)	2.0	32
YoY Comparison:	26.5%	0.0%

2020 Creative & Media (Jan-Jul)	13.4	83
2019 Creative & Media (Jan-Jul)	9.7	102
YoY Comparison:	37.9%	-18.6%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.