

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Sep 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	2	Wavemaker	BDO, Suntory	1.2	Energizer	0.64	3
3	3	Universal McCann	Emirates Airlines, Lazada	0.6		0.60	3
4	4	OMD	UnionBank, ADP PHARMA Project	0.5		0.53	8
5	7	PHD	Diageo, Dole, Stada, Landers Superstore	0.8		0.50	8
6	5	Vizeum	Food Client	0.8	Lazada	0.45	2
7	6	Starcom	RB (Reckitt Benckiser), Globe Telecom	0.6		0.34	4
8	8	Zenith	Disney+	0.2		0.20	3
9	9	Initiative	Globe Telecom Project, Evyap, Frabelle-Johnsonville, Maria Clara Sandra Project	0.2		0.17	6
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-Sep)	3.2	41
2019(Jan-Sep)	5.7	46
YoY Comparison:	-44.3%	-10.9%

2020 Creative & Media (Jan-Sep)	14.7	101
2019 Creative & Media (Jan-Sep)	20.2	140
YoY Comparison:	-26.9%	-27.9%

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.