

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

## Philippines / Sep 2020

RANK THIS Month	RANK LAST MONTH	AGENCY	<b>RECENT WINS</b>	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	Dentsu	FMCG Client	1.0		1.0	5
5	5	Leo Burnett	FMCG Client	0.7		0.7	10
6	7	DDB	Jinro Soju Project, Nutriasia Locally Project, Nutriasia Canned Veggies Project, SM E-Commerce Project	0.7		0.7	7
7	6	VMLY&R	Intel, Robinsons Land Project, CAM GSM Project	0.5		0.5	4
8	8	Ogilvy	NutriAsia Project, Epson Philippines, Pilmico Project, CIMB Bank Philippines	0.3		0.3	10
9	12	Grey Group		0.3		0.3	2
10	9	Wunderman Thompson	HSBC	0.2		0.2	1
11	10	Publicis	Food Company	0.2		0.2	3
12	11	McCann WorldGroup	WebFocus Project, MOK (Kenstand) Project	0.1		0.11	6

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2020(Jan-Sep)	11.6	60
2019(Jan-Sep)	14.5	94
YoY Comparison:	-20.2%	-36.2%



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

## Philippines / Sep 2020

RANK THIS Month	RANK LAST MONTH	AGENCY	<b>RECENT WINS</b>	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 Sangria 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 R0I.