



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Dec 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	3.6	Pag-IBIG Fund	3.3	9	
2	2	MullenLowe Group	Surf, Zam-Buk (Bayer) Project, Department of Tourism, Philippine International Convention Center	2.6		2.6	11	
3	3	BBH	Jollibee	2.0		2.0	1	
4	4	DDB	Department of Tourism Project, PLDT Customer Management Group, PLDT Corporate Project	1.9		1.9	19	
5	5	Dentsu	FMCG Client	1.6		1.6	11	
6	9	Ogilvy	Philip Morris, QBO Innovation Hub, NutriAsia Project, Epson Philippines, Pilmico Project	1.0		1.0	13	
7	6	Leo Burnett	FMCG Client	0.7		0.7	10	
8	7	VMLY&R	Intel, Robinsons Land Project, CAM GSM Project	0.6		0.6	5	
9	10	Grey Group	PLDT	0.3		0.3	2	
10	11	Wunderman Thompson	HSBC	0.2		0.2	1	
11	8	Publicis	Visa Production	0.5		0.2	4	
12	12	McCann WorldGroup	WebFocus Project, MOK (Kenstand) Project	0.1		0.11	6	
						2020(Jan-Dec)	14.3	92
						2019(Jan-Dec)	15.6	104
						YoY Comparison:	-8.0%	-11.5%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Dec 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	7	Starcom	Coke, RB (Reckitt Benckiser), Globe Telecom	2.1	The Kraft Heinz Company	1.82	5
2	1	Wavemaker	LafargeHolcim, PLDT, Pru Life Insurance Corp of UK, BDO, Suntory	2.3	Energizer	1.71	8
3	2	Spark Foundry	Alcohol Brand	0.8		0.75	1
4	3	Universal McCann	Emirates Airlines, Lazada	0.6		0.60	3
5	4	OMD	RELX Project, UnionBank, ADP PHARMA Project	0.5		0.53	9
6	5	PHD	Diageo, Dole, Stada, Landers Superstore	0.8		0.50	8
7	6	Vizeum	Food Client	0.8	Lazada	0.45	2
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	Mindshare	One Lily, Robinsons Land Corporation	0.3	FMCG Client	0.10	3
11	11	dentsu X	YAMAHA - Makati Project, Beauty Elements Ventures Project	0.0	Beep Card	0.01	4
12	12	Carat	Nutriasia, The Kraft Heinz Company	0.0	Diageo	(0.24)	2
13	13	Havas Media		0.0	Emirates Airlines	(0.60)	0

2020(Jan-Dec)	6.0	54
2019(Jan-Dec)	8.7	62
YoY Comparison:	-31.5%	-12.9%

2020 Creative & Media (Jan-Dec)	20.3	146
2019 Creative & Media (Jan-Dec)	24.3	166
YoY Comparison:	-16.5%	-12.0%

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.