

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Feb 2021

| 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 | Ogilvy | Horizon Manila Project | 0.3 | | 0.3 | 3 |
| 2 | 2 | VMLY&R | FMCG Company | 0.2 | | 0.2 | 1 |
| 3 | 4 | BBDO | Transpotation Company | 0.1 | | 0.1 | 1 |
| 4 | 7 | DDB | Philippine Deposit Insurance Corporation (PDIC) Project | 0.1 | | 0.1 | 2 |
| 5 | 3 | Publicis | Finance Company | 0.1 | | 0.1 | 1 |
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| | | | | | 2021 (Jan-Feb): | 0.7 | 8 |
| | | | | | 2020 (Jan-Feb): | 8.8 | 20 |
| | | | | | VoV Comparison | -92.2% | -60.0% |

YoY Comparison:



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Feb 2021

| 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 | Wavemaker | PT Mayora, SM Development Corporation, BDO Unibank | 2.5 | | 2.50 | 6 |
| 2 | 2 | Initiative | Kopiko, Prulife UK Ph, Ninja Van Ph Project, ILOILO Project | 0.6 | | 0.61 | 5 |
| 3 | 7 | OMD | FMCG Client | 0.1 | | 0.12 | 1 |
| 4 | 3 | Universal McCann | Department of Tourism Project | 0.1 | | 0.08 | 1 |
| 5 | 10 | Zenith | Food Client | 0.1 | | 0.06 | 2 |
| 6 | 4 | Mindshare | Kenny Rogers, Shangrila Properties | 0.1 | | 0.05 | 2 |
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| | | | | | 2021 (Jan-Feb): | 3.3 | 17 |
| | | | | | 2020 (Jan-Feb): | 0.4 | 11 |
| | | | | | YoY Comparison: | 698.9% | 54.5% |
| | | | | | | | |
| | | | | 2 | 2021 Creative & Media ((Jan-Feb)) | 4.0 | 25 |
| | | | | 2 | 2020 Creative & Media ((Jan-Feb)) | 9.2 | 31 |
| | | | | | YoY Comparison: | -56.7% | -19.4% |

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.