R3 WORLDWIDE

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Jan 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	6	Ogilvy	Finance Client	0.3		0.3	1
2	8	VMLY&R	FMCG Client	0.2		0.2	1
					2021 Jan:	0.4	3
					2020 Jan:	5.3	14
					YoY Comparison:	-92.4%	-78.6%

R3 WORLDWIDE

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Jan 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	2	Wavemaker	Kalbe International Project, Bayad Center Project	0.2		0.24	2
2	9	Initiative	Prulife UK Ph, Ninja Van Ph Project, ILOILO Project	0.1		0.11	4
3	4	Universal McCann	Department of Tourism Project	0.1		0.08	1
4	10	Mindshare	Kenny Rogers, Shangrila Properties	0.1		0.05	2

2021 Jan:	0.5	9
2020 Jan:	0.3	7
YoY Comparison:	52.6%	28.6%

2021 Creative & Media (Jan)	0.9	12
2020 Creative & Media (Jan)	5.6	21
YoY Comparison:	-84.5%	-42.9%

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.