



**2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE**

Philippines / Apr 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	1.2		1.2	11
2	2	DDB	Philippine Deposit Insurance Corporation (PDIC) Project, Mekení Food Corporation	0.4		0.4	3
3	4	BBDO	Transpotation Company	0.2		0.2	2
4	3	VMLY&R	FMCG Company	0.2		0.2	1
5	5	Publicis	Finance Company	0.1		0.1	2
					2021 (Jan-Apr):	1.9	20
					2020 (Jan-Apr):	9.5	31
					YoY Comparison:	-80.0%	-35.5%



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Apr 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		2.53	8
2	2	Universal McCann	CDO, CITEM Manila Fame Project, JCO Donuts Project	1.6		1.64	4
3	4	OMD	LBC, LAZADA	1.0		0.97	4
4	3	Initiative	Kopiko, Prulife UK Ph, Ninja Van Ph Project, ILOILO Project	0.6		0.61	5
5	10	PHD	IKEA	0.2		0.20	1
6	5	dentsu X	Galderma Laboratories	0.1		0.14	1
7	6	Zenith	Food Client	0.1		0.06	2
8	7	Mindshare	Kenny Rogers, Shangrila Properties	0.1		0.05	2
9	8	Carat	Kino Indonesia, Abbott Laboratories	0.0		0.04	2
10	9	Spark Foundry	PIK Group	0.0		0.02	1

2021 (Jan-Apr):	3.8	30
2020 (Jan-Apr):	1.3	20
YoY Comparison:	198.0%	50.0%

2021 Creative & Media ((Jan-Apr))	5.7	50
2020 Creative & Media ((Jan-Apr))	10.7	51
YoY Comparison:	-47.1%	-2.0%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.