



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / May 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	12
2	3	BBDO	Department of Tourism (Philippines) Project, Department of Science and Technology Project	0.5		0.5	4
3	2	DDB	Philippine Deposit Insurance Corporation (PDIC) Project, Meken Food Corporation	0.4		0.4	3
4	11	McCann WorldGroup	Red Fiber Broadband Project	0.2		0.2	3
5	5	Publicis	Finance Company	0.2		0.2	4
6	4	VMLY&R	FMCG Company	0.2		0.2	1

2021 (Jan-May):	2.5	28
2020 (Jan-May):	9.6	37
YoY Comparison:	-74.1%	-24.3%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / May 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	3	OMD	LBC, LAZADA	1.0		0.97	4
4	4	Initiative	Kopiko, Prulife UK Ph, Ninja Van Ph Project, ILOILO Project	0.8		0.76	6
5	5	PHD	IKEA, Discovery + Project	0.4		0.44	2
6	6	dentsu X	Galderma Laboratories	0.1		0.14	1
7	7	Zenith	Food Client	0.1		0.07	3
8	8	Mindshare	Kenny Rogers, Shangrila Properties	0.1		0.05	2
9	9	Carat	Kino Indonesia, Abbott Laboratories	0.0		0.04	2
10	10	Spark Foundry	PIK Group	0.0		0.02	1

2021 (Jan-May):	4.2	35
2020 (Jan-May):	2.4	25
YoY Comparison:	74.6%	40.0%

2021 Creative & Media ((Jan-May))	6.7	63
2020 Creative & Media ((Jan-May))	12.0	62
YoY Comparison:	-44.1%	1.6%

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.