

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Jun 2021

RANK THIS Month	RANK LAST Month	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD Sm)	No.of Wins
1	1	Ogilvy	Horizon Manila Project	1.3		1.3	15
2	3	DDB	Philippine Deposit Insurance Corporation (PDIC) Project, Mekeni Food Corporation	0.7		0.7	5
3	2	BBDO	Finance Company	0.3		0.3	4
4	4	McCann WorldGroup	Red Fiber Broadband Project	0.2		0.2	3
5	5	Publicis	Finance Company	0.2		0.2	4
6	6	VMLY&R	FMCG Company	0.2		0.2	1
7	7	Leo Burnett	FMCG Company	0.0		0.0	1
					2021 (Jan-Jun)	: 2.5	28

1

2021 (Jan-Jun):	2.5	28
2020 (Jan-Jun):	10.8	51
YoY Comparison:	-77.0%	-45.1%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Jun2021

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	10	Spark Foundry	PIK Group	0.4		0.42	2
7	6	dentsu X	Galderma Laboratories	0.1		0.14	2
8	8	Mindshare	Lalamove, Kenny Rogers, Shangrila Properties	0.1		0.11	3
9	7	Zenith	Food Client	0.1		0.07	3
10	9	Carat	Kino Indonesia, Abbott Laboratories	0.1		0.06	3
11	11	iProspect	Wyeth	0.1		0.01	2

2021 (Jan-Jun):	4.2	35
2020 (Jan-Jun):	2.4	29
YoY Comparison:	72.8%	20.7%

2021 Creative & Media ((Jan-Jun))	6.7	63
2020 Creative & Media ((Jan-Jun))	13.2	80
YoY Comparison:	-49.3%	-21.3%

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.