



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Jul 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	Spark Foundry	PIK Group	0.4		0.42	2
7	7	dentsu X	Galderma Laboratories	0.1		0.14	2
8	8	Mindshare	Lalamove, Kenny Rogers, Shangrila Properties	0.1		0.11	3
9	9	Zenith	Food Client	0.1		0.10	4
10	10	Carat	Kino Indonesia, Abbott Laboratories	0.1		0.06	3
11	11	iProspect	Wyeth	0.1		0.01	2
12	12	Havas Media	JV Ejercito ATL & Digital	0.5		(0.30)	3
13	13	Starcom		0.0		(1.65)	0

2021 (Jan-Jul):	5.2	43
2020 (Jan-Jul):	2.6	32
YoY Comparison:	102.0%	34.4%

2021 Creative & Media ((Jan-Jul))	8.3	89
2020 Creative & Media ((Jan-Jul))	13.4	83
YoY Comparison:	-37.6%	7.2%

### 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.