R3 WORLDWIDE

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Aug 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	DDB	Department of Tourism (Philippines) Project, Hitejinro, Smart Communications Inc Project	1.7		1.7	13
2	1	Ogilvy	Investree, Sunpride Foods, Inc. Project, Horizon Manila Project	1.4		1.4	26
3	3	BBDO	BPI Project, Finance Company	0.3		0.3	5
4	4	McCann WorldGroup	Trend Micro (PH) Project, Red Fiber Broadband Project	0.2		0.2	4
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	2

2021 (Jan-Aug):	3.8	55
2020 (Jan-Aug):	11.0	57
YoY Comparison:	-65.3%	-3.5%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Aug 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	8	Mindshare	Unilever, Rebisco, Lalamove, Kenny Rogers, Shangrila Properties	2.7		2.71	5
2	1	Wavemaker	PT Mayora, SM Development Corporation, BDO Unibank	2.5		2.53	8
3	2	Universal McCann	CDO, CITEM Manila Fame Project, JCO Donuts Project	1.6		1.64	4
4	3	OMD	LBC, LAZADA	1.0		0.97	4
5	4	Initiative	Kopiko, Prulife UK Ph, Ninja Van Ph Project, ILOILO Project	0.8		0.76	6
6	5	PHD	IKEA, Discovery + Project	0.4		0.44	2
7	6	Spark Foundry	PIK Group	0.4		0.42	2
8	7	dentsu X	Galderma Laboratories	0.1		0.14	2
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-Aug):	7.8	45
2020 (Jan-Aug):	2.9	37
YoY Comparison:	167.5%	21.6%

2021 Creative & Media ((Jan-Aug))	11.6	100
2020 Creative & Media ((Jan-Aug))	13.9	94
YoY Comparison:	-16.2%	6.4%