

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Oct 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	Mindshare	Gcash Project, Tonik Bank, Unilever, Rebisco	7.9		7.87	7
2	2	Wavemaker	PT Mayora, SM Development Corporation, BDO Unibank	2.5		2.53	8
3	3	Universal McCann	CDO, CITEM Manila Fame Project, JCO Donuts Project	1.6		1.64	4
4	9	Zenith	Reckitt	1.0		1.00	5
5	4	OMD	LBC, LAZADA	1.0		0.97	4
6	5	Initiative	Kopiko, Prulife UK Ph, Ninja Van Ph Project, ILOILO Project	0.8		0.76	6
7	8	dentsu X	Galderma Laboratories	0.6		0.58	8
8	7	Spark Foundry	PIK Group, Globe Telecom Inc Project	0.6		0.57	3
9	6	PHD	Chanel, IKEA, Discovery + Project	0.4		0.44	3
10	10	Carat	Kino Indonesia, Abbott Laboratories	0.1		0.06	3
11	11	iProspect	Wyeth, Levi's Strauss Inc	0.2		0.04	7
12	12	Havas Media	JV Ejercito ATL & Digital	0.5		(0.30)	3
13	13	Starcom		0.0		(1.64)	1

2021 (Jan-Oct):	13.6	60
2020 (Jan-Oct):	3.2	41
YoY Comparison:	331.0%	46.3%

2021 Creative & Media ((Jan-Oct))	17.6	121
2020 Creative & Media ((Jan-Oct))	14.7	101
YoY Comparison:	19.4%	19.8%

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.