

# **2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE**

### Philippines / Nov 2021

| RANK THIS<br>MONTH | RANK LAST<br>MONTH | AGENCY            | RECENT WINS  | ESTIMATED YTD<br>WIN REVENUE<br>(USD \$ m) | RECENT LOSSES   | ESTIMATED OVERALL YTD REVENUE (USD \$m) | No.of<br>Wins |
|--------------------|--------------------|-------------------|--|--|-----------------|---|---------------|
| 1                  | 1                  | DDB               | Smart Communications<br>Inc,Management Association of the<br>Philippines (MAP) Project | 1.8  |                 | 1.8                                     | 18            |
| 2                  | 2                  | Ogilvy            | Investree, Sunpride Foods, Inc.<br>Project, Horizon Manila Project                     | 1.6  |                 | 1.6                                     | 31            |
| 3                  | 3                  | BBDO              | Finance Company  | 0.4  |                 | 0.4                                     | 6             |
| 4                  | 4                  | Publicis          | Finance Company  | 0.4  |                 | 0.4                                     | 10            |
| 5                  | 5                  | McCann WorldGroup | Trend Micro (PH) Project, Red Fiber<br>Broadband Project                               | 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                                     | 3             |
|                    |                    |                   |  |  |                 |   |               |
|                    |                    |                   |  |  |                 |   |               |
|                    |                    |                   |  |  |                 |   |               |
|                    |                    |                   |  |  |                 |   |               |
|                    |                    |                   |  |  |                 |   |               |
|                    |                    |                   |  |  |                 |   |               |
|                    |                    |                   |  |  |                 |   |               |
|                    |                    |                   |  |  | 2021 (Jan-Nov): | 4.4                                     | 73            |
|                    |                    |                   |  |  | 2020 (Jan-Nov): | 12.7                                    | 78            |
|                    |                    |                   |  |  |                 |   |               |

YoY Comparison:

1



## **2021 MEDIA AGENCIES NEW BUSINESS LEAGUE**

#### Philippines / Nov 2021

| RANK THIS<br>MONTH | RANK LAST<br>MONTH | AGENCY           | RECENT WINS   | ESTIMATED YTD<br>WIN REVENUE<br>(USD \$ m) | RECENT LOSSES                     | ESTIMATED OVERALL YTD REVENUE (USD \$m) | No.of<br>Wins |
|--------------------|--------------------|------------------|---|--|-----------------------------------|---|---------------|
| 1                  | 1                  | Mindshare        | Gcash Project, Tonik Bank, Unilever,<br>Rebisco                                       | 7.9  |                                   | 7.83                                    | 7             |
| 2                  | 2                  | Wavemaker        | Foodpanda, Zuellig<br>Pharmaceuticals, Panfilo "Ping"<br>Lacson Presidential Campaign | 3.8  |                                   | 3.84                                    | 13            |
| 3                  | 3                  | Universal McCann | Dyson, CDO, CITEM Manila Fame<br>Project, JCO Donuts Project                          | 1.7  |                                   | 1.69                                    | 5             |
| 4                  | 5                  | OMD              | Beiersdorf, LBC, LAZADA   | 1.2  |                                   | 1.17                                    | 5             |
| 5                  | 4                  | Zenith           | Reckitt   | 1.0  |                                   | 1.00                                    | 5             |
| 6                  | 6                  | Initiative       | Kopiko, Prulife UK Ph, Ninja Van Ph<br>Project, ILOILO Project                        | 0.8  |                                   | 0.76                                    | 6             |
| 7                  | 7                  | dentsu X         | Galderma Laboratories   | 0.6  |                                   | 0.58                                    | 8             |
| 8                  | 8                  | Spark Foundry    | PIK Group, Globe Telecom Inc<br>Project   | 0.6  |                                   | 0.57                                    | 3             |
| 9                  | 9                  | 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             |
|                    |                    |                  |   |  |                                   |   |               |
|                    |                    |                  |   |  |                                   |   |               |
|                    |                    |                  |   |  | 2021 (Jan-Nov):                   | 16.0                                    | 69            |
|                    |                    |                  |   |  | 2020 (Jan-Nov):                   | 4.4                                     | 48            |
|                    |                    |                  |   |  | YoY Comparison:                   | 263.7%                                  | 43.8%         |
|                    |                    |                  |   |  |                                   |   |               |
|                    |                    |                  |   |  | 2021 Creative & Media ((Jan-Nov)) | 20.4                                    | 142           |
|                    |                    |                  |   |  | 2020 Creative & Media ((Jan-Nov)) | 17.1                                    | 126           |
|                    |                    |                  |   |  | YoY Comparison:                   | 19.7%                                   | 12.7%         |

#### 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.