

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Dec 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	DDB	Tourisim Promotion Board Project, Smart Communications Inc,Management Association of the	1.8		1.8	19
2	2	Ogilvy	Investree, Sunpride Foods, Inc. 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	-	Dentsu	Chowking Food Corp.	0.4		0.3	3
6	5	McCann WorldGroup	Trend Micro (PH) Project, Red Fiber Broadband Project	0.2		0.2	4
7	6	VMLY&R	FMCG Company	0.2		0.2	1
8	7	Leo Burnett	FMCG Company	0.0		0.0	3

2021 (Jan-Dec):	4.8	77
2020 (Jan-Dec):	14.3	92
YoY Comparison:	-66.3%	-16.3%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Dec 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		7.83	7
2	2	Wavemaker	Foodpanda, Zuellig Pharmaceuticals, Panfilo "Ping" Lacson Presidential Campaign	3.8		3.84	13
3	3	Universal McCann	Dyson, CDO, CITEM Manila Fame Project, JCO Donuts Project	1.7		1.69	5
4	4	OMD	Beiersdorf, LBC, LAZADA	1.2		1.17	5
5	5	Zenith	Reckitt	1.1		1.10	6
6	6	Initiative	Kopiko, Prulife UK Ph, Ninja Van Ph Project, ILOILO Project	0.8		0.76	6
7	8	Spark Foundry	PIK Group, Globe Telecom Inc Project	0.7		0.67	4
8	7	dentsu X	Galderma Laboratories	0.6		0.58	8
9	9	PHD	Chanel, IKEA, Discovery + Project	0.4		0.44	3
10	12	Havas Media	Taisho, Mylan, JV Ejercito ATL & Digital	1.1		0.30	5
11	10	Carat	ING Groep N.V., Kino Indonesia, Abbott Laboratories	0.1		0.11	4
12	11	iProspect	Wyeth, Levi's Strauss Inc	0.2		0.04	7
13	13	Starcom		0.00715		-1.64285	

2021 (Jan-Dec)	16.9	74
2020 (Jan-Dec)	6.0	54
YoY Comparison	181.6%	37.0%

2021 Creative & Media ((Jan-Dec))	21.7	151
2020 Creative & Media ((Jan-Dec))	20.3	146
YoY Comparison:	6.8%	3.4%

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.