



## 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	1
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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](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.