



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Jan 2022

| 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 | Ogilvy | Finance Client | 0.5 | | 0.5 | 4 |
| 2 | 3 | BBDO | FMCG Client | 0.3 | | 0.3 | 3 |
| 3 | 1 | DDB | GRAB Philippines | 0.1 | | 0.1 | 1 |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| 2022(Jan) | | | | | | 0.7 | 8 |
| 2021(Jan) | | | | | | 0.4 | 3 |
| YoY Comparison: | | | | | | 76.3% | 166.7% |

