

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%

' Comparison: 76.3% 166.7'

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2022 MEDIA 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
					2022(Jan)		0
					2021(Jan) YoY Comparison:	-100.0%	-100.0%
					2022 Creative & Media (Jan)	0.7	8
					2021 Creative & Media (Jan)		12
METHODOLOGY					YoY Comparison:	-18.7%	-33.3%

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.