

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Feb 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	1	Ogilvy	Finance Client	0.8		0.8	8
2	2	BBDO	FMCG Client	0.3		0.3	4
3	3	DDB	GRAB Philippines	0.1		0.1	1
					2022(Jan-Feb)	1.1	13
					2021(Jan-Feb)	0.7	8
					YoY Comparison:	61.0%	62.5%

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2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Feb 2022

2022 Creative & Media (Jan-Feb) 1.3 16 2021 Creative & Media (Jan-Feb) 4.0 25	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
2021(Jan-Feb) 3.3 17 YoY Comparison: -94.4% -82.49 2022 Creative & Media (Jan-Feb) 1.3 16 2021 Creative & Media (Jan-Feb) 4.0 25	1	-	Wavemaker	Foodpanda Project, Under Armour	0.2		0.19	3
2021(Jan-Feb) 3.3 17 YoY Comparison: -94.4% -82.49 2022 Creative & Media (Jan-Feb) 1.3 16 2021 Creative & Media (Jan-Feb) 4.0 25								
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YoY Comparison: -94.4% -82.49 2022 Creative & Media (Jan-Feb) 1.3 16 2021 Creative & Media (Jan-Feb) 4.0 25						2022(Jan-Feb)	0.2	3
2022 Creative & Media (Jan-Feb) 1.3 16 2021 Creative & Media (Jan-Feb) 4.0 25						2021(Jan-Feb)	3.3	17
2021 Creative & Media (Jan-Feb) 4.0 25						YoY Comparison:	-94.4%	-82.4%
2021 Creative & Media (Jan-Feb) 4.0 25								
2021 Creative & Media (Jan-Feb) 4.0 25								
						2022 Creative & Media (Jan-Feb)	1.3	16
V-V O						2021 Creative & Media (Jan-Feb)	4.0	25
101 Comparison: -57.7% -36.0%						YoY Comparison:	-67.7%	-36.0%

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.

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