



## 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%

