

# 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

### Philippines / Mar 2022

RANK THIS Month	RANK LAST MONTH	AGENCY	<b>RECENT WINS</b>	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	4	Dentsu	Chowking Food Corp.	1.5		1.5	11
2	1	Ogilvy	Coca-Cola Company, Facebook	0.9		0.9	10
3	5	McCann WorldGroup	Galderma Project, Ezyhaul Project	0.3		0.3	2
4	2	BBDO	FMCG Client	0.3		0.3	4
5	3	DDB	GRAB Philippines, Singlife Philippines	0.2		0.2	2

2022(Jan-Mar	3.1	29
2021(Jan-Mar	1.3	10
YoY Comparison	140.9%	190.0%



## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

#### Philippines / Mar 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	11	Carat	Avon Cosmetics, Inc. NutriAsia, Inc.	0.5		0.52	12
2	3	Universal McCann	tourism promotions board philippines - Global Media Project, JS Unitrade - EQ Diapers, Eneos	0.4		0.43	3
3	1	Wavemaker	Paymaya AOR (Affiliate Marketing), Uniqlo Philippines	0.3		0.31	5
4	4	OMD	Reebok	0.2		0.24	3
5	9	PHD	Skechers	0.2		0.20	1
6	-	OMG	Angkas	0.2		0.15	1
7	8	dentsu X	Villarica	0.1		0.09	6
8	12	iProspect	Food Client	0.0		0.01	1

2022(Jan-Mar)	1.9	32
2021(Jan-Mar)	3.1	27
YoY Comparison:	-37.6%	18.5%

2022 Creative & Media (Jan-Mar	5.0	61
2021 Creative & Media (Jan-Mar	4.4	37
YoY Comparison	14.8%	64.9%

#### 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.