



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

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

2022(Jan-Apr)	1.9	32
2021(Jan-Apr)	3.8	30
YoY Comparison:	-49.1%	6.7%

2022 Creative & Media (Jan-Apr)	5.6	67
2021 Creative & Media (Jan-Apr)	5.7	50
YoY Comparison:	-1.5%	34.0%

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 Apr keting ROI.