





## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / May 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	Universal McCann	tourism promotions board philippines - Global Media Project, JS Unitrade - EQ Diapers, Eneos	0.4		0.43	3
2	1	Carat	Avon Cosmetics, Inc. NutriAsia, Inc.	0.5	Oppo	0.42	12
3	13	Havas Media	Philippine Airlines (PAL), Philippine National Bank	0.3		0.34	2
4	3	Wavemaker	Paymaya AOR (Affiliate Marketing), Uniqlo Philippines	0.3		0.31	5
5	9	Mindshare	Oppo, General Mills, Savencia	0.3		0.25	4
6	4	OMD	Reebok	0.2		0.24	3
7	5	PHD	Skechers	0.2		0.20	1
8	6	OMG	Angkas	0.2		0.15	1
9	7	dentsu X	Villarica	0.1		0.09	6
10	8	iProspect	Food Client	0.0		0.01	1

2022(Jan-May )	2.3	38
2021(Jan-May )	4.2	35
YoY Comparison:	-46.2%	8.6%

2022 Creative & Media (Jan-May )	6.6	76
2021 Creative & Media (Jan-May )	6.7	63
YoY Comparison:	-2.3%	20.6%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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 Agency ROI.