



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Jun 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	6	OMD	Reebok, Unilab	1.2		1.24	4
2	2	Carat	Universal Robina Corporation, The Insular Life Assurance	0.6	Oppo	0.46	14
3	1	Universal McCann	tourism promotions board philippines - Global Media Project, JS Unitrade - EQ Diapers, Eneos	0.4		0.43	3
4	3	Havas Media	Philippine Airlines (PAL), Philippine National Bank	0.3		0.34	2
5	5	Mindshare	Kyndryl Project, Oppo, General Mills, Savencia	0.3		0.28	5
6		Performics	Universal Robina Corporation Project	0.3		0.25	1
7	7	PHD	Skechers	0.2		0.20	1
8	12	Initiative	ESPRIT, Watsons App Project	0.2		0.17	2
9	4	Wavemaker	Paymaya AOR (Affiliate Marketing), Uniqlo Philippines	0.3	ESPRIT	0.16	5
10	8	OMG	Angkas	0.2		0.15	1
11	9	dentsu X	Villarica	0.1		0.09	7
12	10	iProspect	Food Client	0.0		0.01	1

2022(Jan-Jun)	3.4	46
2021(Jan-Jun)	4.2	35
YoY Comparison:	-19.3%	31.4%

2022 Creative & Media (Jan-Jun)	9.5	115
2021 Creative & Media (Jan-Jun)	6.7	63
YoY Comparison:	41.3%	82.5%

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 Advertising ROI.