



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Jul 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	OMD	Reebok, Unilab	1.2		1.24	4
2	-	Publicis JimenezBasic	Monde Nissin	0.8		0.80	4
3	6	Performics	Universal Robina Corporation Project	0.7		0.65	3
4	9	Wavemaker	Paymaya AOR (Affiliate Marketing), Uniqlo Philippines	0.7	ESPRIT	0.52	6
5	2	Carat	Universal Robina Corporation, The Insular Life Assurance	0.6	Oppo	0.46	14
6	3	Universal McCann	philippines - Global Media Project, JS Unitrade - EQ Diapers, Eneos	0.4		0.43	3
7	4	Havas Media	Philippine Airlines (PAL), Philippine National Bank	0.3		0.34	2
8	14	Starcom	Telecom Client	0.4	JS Unitrade - EQ Diapers	0.24	2
9	7	PHD	Skechers	0.2		0.20	1
10	13	Spark Foundry	IT Client	0.2		0.20	1
11	-	Black Pencil Advertising	Century Pacific Food, Inc.	0.2		0.20	1
12	8	Initiative	ESPRIT, Watsons App Project	0.2		0.17	2
13	10	OMG	Angkas	0.2		0.15	1
14	11	dentsu X	Villarica	0.1		0.09	7
15	12	iProspect	Food Client	0.0		0.01	1
16	15	Zenith	Pharm Client	0.2		0.01	1
17	5	Mindshare	Kyndryl Project, Oppo, General Mills, Savencia	0.3	Finance Client	(0.13)	5

2022(Jan-Jul)	5.6	58
2021(Jan-Jul)	5.2	43
YoY Comparison:	6.8%	34.9%

2022 Creative & Media (Jan-Jul)	15.9	137
2021 Creative & Media (Jan-Jul)	8.3	89
YoY Comparison:	90.6%	53.9%

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 Apr keting ROI.

