



## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Aug 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	DDB	Rizal Commercial Banking Corporation (RCBC) Digital Project,	3.5		3.5	6
2	2	Dentsu	Chowking Food Corp.	3.1		3.1	37
3	3	Ogilvy	PT Mayora Indah Tbk, Del Monte Philippines Inc.	1.7		1.7	19
4	4	McCann WorldGroup	Okada Manila Project, PJS Law Firm Project, Galderma Project, Ezyhaul Project	0.7		0.7	7
5	5	Publicis Worldwide	Nestle	0.6		0.6	3
6	6	Leo Burnett	SM Prime Holdings Inc, Philip Morris International	0.4		0.4	2
7	7	BBDO	FMCG Client	0.3		0.3	5
8	-	Digitas	Pfizer	0.2		0.2	1
2022(Jan-Aug)						10.5	80
2021(Jan-Aug)						3.8	55
YoY Comparison:						176.2%	45.5%



## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Aug 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	-	GroupM	Nestle brands	2.0		2.00	1
2	1	OMD	Reebok, Unilab	1.2		1.24	4
3	4	Wavemaker	Paymaya AOR (Affiliate Marketing), Uniqlo Philippines	1.2	ESPRIT	1.02	7
4	-	Publicis Media	PepsiCo	1.0		1.00	1
5	2	Publicis JimenezBasic	Monde Nissin	0.8		0.80	4
6	3	Performics	Universal Robina Corporation Project	0.7		0.65	3
7	6	Universal McCann	tourism promotions board philippines - Global Media Project, JS Unitrade - EQ Diapers, Eneos	0.4		0.43	3
8	5	Carat	Universal Robina Corporation, The Insular Life Assurance	0.6	BBK Electronics	0.41	14
9	7	Havas Media	Philippine Airlines (PAL), Philippine National Bank	0.3		0.34	2
10	8	Starcom	Telecom Client	0.4	JS Unitrade - EQ Diapers	0.24	2
11	9	PHD	Skechers	0.2		0.20	1
12	10	Spark Foundry	IT Client	0.2		0.20	1
13	11	Black Pencil Advertising	Century Pacific Food, Inc.	0.2		0.20	1
14	12	Initiative	TALA Project, ESPRIT, Watsons App Project	0.2		0.19	3
15	13	OMG	Angkas	0.2		0.15	1
16	14	dentsu X	Villarica	0.1		0.09	7
17	-	M/SIX	BBK Electronics	0.1		0.05	1
18	15	iProspect	Food Client	0.0		0.01	1
19	16	Zenith	Pharm Client	0.2		0.01	1
20	17	Mindshare	Kyndryl Project, Oppo, General Mills, Savencia	0.3	PepsiCo	(1.13)	5

2022(Jan-Aug)	8.1	63
2021(Jan-Aug)	7.8	45
YoY Comparison:	3.4%	40.0%

2022 Creative & Media (Jan-Aug)	18.6	143
2021 Creative & Media (Jan-Aug)	11.6	100
YoY Comparison:	60.0%	43.0%

#### 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](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 Apr keting ROI.