

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Apr 2015

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	McCann WorldGroup	HT Land Project, Ayala Land (Social media)	2.28	Mind Museum Project	2.25	9
2	2	BBDO	Globe Telecoms Project, Global Telehealth Project, Pru Life UK Project	2.04		2.04	7
3	3	Grey Group	FMCG Client	1.05		1.05	2
4	4	Leo Burnett	Allergan	0.32		0.32	3
5	5	Dentsu	Ajinomoto Project, Toyota Project, Lotte Project	0.20		0.20	8
6	6	JWT	Manulife, USAID/PAGASA	0.14		0.14	2
7	7	DDB	BDO Project, Smart Pinoy Project	0.13		0.13	3
8	8	Publicis	Motortrade, Trans-Asia Petroleum (Digital), FirstGen (Digital)	0.78	GSPI	0.07	21
9	9	TBWA	L'Oreal (Shu Uemura) Digital	0.02		0.02	2
10	10=	Ogilvy		0.00		0.00	0
11	10=	Lowe		0.00		0.00	0
12	10=	FCB		0.00		0.00	0
13	10=	Bates		0.00		0.00	0
14	10=	M&C Saatchi		0.00		0.00	0
15	10=	Havas Worldwide		0.00		0.00	0
16	10=	Y&R		0.00		0.00	0
17	17	Saatchi & Saatchi		0.00	Food Client	-0.14	0
						6.1	57

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Apr 2015

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	ZenithOptimedia	Globe Telecom	2.0	OLX Project	1.74	1
2	2	Havas Media	Kopiko, SMDC, Del Monte(digital)	1.7		1.66	4
3	3	Carat	OLX Project, Abbott Pharmaceuticals,AFCS	1.1		1.11	7
4	5	PHD	Hitachi Air Conditioners, Shake to Health Trading	1.1	Haier	1.10	5
5	4	Dentsu	Department of Tourism	0.7		0.69	2
6	6	MediaCom	Monde Nissin, Honda, Ramcar Group of Companies Digital	0.6		0.56	3
7	8	Vizeum	Lee Kum Kee, Panasonic	0.0		0.04	1
8=	9=	Initiative		0.0		0.00	0
8=	9=	Mindshare		0.0		0.00	0
10	7	MEC	Essilor,Holcim Cement,Amore Card	0.0	SMDC	-0.08	3
11	11	Universal McCann	Bonchon Chicken, Haier, J&J Project	0.4	Kopiko	-0.42	7
12	12	OMD		0.0	Abbott Pharmaceuticals	-0.50	0
13	13	Starcom MediaVest		0.0	Monde Nissin	-0.52	0
14	14	Maxus		0.0	SC Johnson(Planning)	-1.25	0
						4.1	33

METHODOLOGY

The R3 New Business League has been compiled each of the last 152 months using data supplied by 26 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 marketing ROI for clients across the region.

For more details please write to greg@rthree.com