

# CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines/ June 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	1	McCann WorldGroup	Huggies Project, Microsoft, Globe Tatt Awards (Digital)	4.32		4.32
2	2	Saatchi & Saatchi	Toyota Motor(Yaris), Huawei Technologies Project	1.40		1.40
3	3	DDB	Starmall, Google Search Project, Aboitiz Group Project	1.26		1.26
4	5	Ogilvy	UNICEF, Profriends, Amicus Holdings	0.90		0.90
5	4	Leo Burnett	Finance Client	0.55		0.55
6	6	Grey Group	Google(PR), Fitness First Project,	0.41		0.41
7	7	TBWA	Converge ICT	0.30		0.30
8	8	Publicis	Under Armour, Nestle Project, Canon Printers, P&G Project, Firefly	0.21		0.21
9=	9=	JWT		0.00		0.00
9=	9=	Bates		0.00		0.00
9=	9=	M&C Saatchi		0.00		0.00
9=	9=	DraftFCB		0.00		0.00
13	13	Lowe		0.00	FMCG Client	(0.01)
14	14	Havas Worldwide		0.00	Asia Brewery	(0.02)
15	15	Y&R	Education Client	0.03	Microsoft CRM	(0.27)
16	16	BBDO	Department of Tourism	0.75		(0.33)
17	17	Dentsu	Developent Bank	0.00	Toyota Motor ( Brand: Yaris )	(0.50)

**MEDIA AGENCIES NEW BUSINESS LEAGUE**

Philippines/ June 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	1	<b>ZenithOptimedia</b>	WeChat, Nestle, Wyeth, Tata Motors, All Phones	4.54		4.54
2	2	<b>Starcom MediaVest</b>	Shang Properties, Smart Telco Digital, Splash	2.53		2.53
3	3	<b>Carat</b>	Nokia, Mondelez, Mastercard	1.30		1.30
4	4	<b>Havas Media</b>	Shakeys (Mobile), Ayala Mall (Mobile)	1.24	Reckitt Benckiser	0.72
5	5	<b>Vizeum</b>	Reckitt Benckiser, Merck (Seven Seas)	0.52		0.52
6	6	<b>OMD</b>	Coach, First Philippine Holdings Corp, Syngenta, Department of Tourism	0.51		0.51
7	7	<b>MediaCom</b>	JFC, Mentholatum	0.16		0.16
8	11	<b>Universal McCann</b>	H&M, Russell Hobbs Project	0.37	Microsoft	0.12
9	8	<b>Dentsu</b>	Fast Retailing Philippines Project, Ajinomoto Project	0.11		0.11
10=	9=	<b>Maxus</b>		0.00		0.00
10=	9=	<b>Initiative</b>		0.00		0.00
12	12	<b>MEC</b>	Beiersdorf (Nivea), Ellipse Cologne, Toyota ASEAN Safety Campaign	0.49	Wyeth	(0.27)
13	13	<b>PHD</b>	Philippine OPPO Mobile Technology Project, Australian Institute Higher Ed, 2GO Group of Companies	0.13	Beiersdorf (Nivea)	(0.32)
14	14	<b>Mindshare</b>		0.50	Mondelez	(0.50)

The R3 New Business League has been compiled each of the last 142 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](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 marketing ROI for clients across the region.