

CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines/ Aug 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	Koudphone Project, Aldex Realty Project, Globe Tatt Awards (Digital)	4.86		4.86
2	3	DDB	Starmall, Google Search Project, Aboitiz Group Project	2.31		2.31
3	2	Saatchi & Saatchi	Toyota Motor(Yaris), Huawei Technologies Project	1.40		1.40
4	4	Ogilvy	UNICEF, Profriends, Amicus Holdings	0.90		0.90
5	5	Leo Burnett	Finance Client	0.55		0.55
6	6	Grey Group	Google(PR), Fitness First Project, Dusit Thani Manila	0.52		0.52
7	7	TBWA	Converge ICT	0.30		0.30
8	16	BBDO	Manila Bulletin Project, Board of Investments Project, Department of Tourism	1.35		0.27
9	8	Publicis	Kidzania Manila, San Miguel Project, Tannery Manila Project	0.25		0.25
10	9	FCB	Meralco, Sun Broadband	0.07		0.07
11=	10=	JWT		0.00		0.00
11=	10=	Bates		0.00		0.00
11=	10=	M&C Saatchi		0.00		0.00
14	13	Lowe		0.00	FMCG Client	(0.01)
15	14	Havas Worldwide		0.00	Asia Brewery	(0.02)
16	15	Y&R	Education Client	0.03	Microsoft CRM	(0.27)
17	17	Dentsu	Developt Bank	0.00	Toyota Motor (Brand: Yaris)	(0.50)

MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines/ Aug 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	ZenithOptimedia	WeChat, Nestle, Wyeth, Tata Motors, All Phones	4.54		4.47
2	2	Starcom MediaVest	Antacid brand, Shang Properties, Smart Telco Digital, Splash	2.78		2.78
3	3	Carat	Nokia, Mondelez, Mastercard	1.30		1.30
4	4	Havas Media	Tectonic Films Project, Solar Philippines Project, GARDENIA Project	1.34	Reckitt Benckiser	0.82
5	5	Vizeum	Reckitt Benckiser, Merck (Seven Seas)	0.52		0.52
6	6	OMD	NTUC Enterprise, Coach, Syngenta, Department of Tourism	0.51		0.51
7	10=	Maxus	RFM, PLDT	0.17		0.17
8	7	MediaCom	JFC, Mentholatum	0.16		0.16
9=	8	Universal McCann	H&M, Russell Hobbs Project	0.37	Microsoft	0.12
9=	9	Dentsu	Fast Retailing Philippines Project, Ajinomoto Project	0.12		0.12
11	10=	Initiative		0.00		0.00
12	12	MEC	Galderma, Beiersdorf (Nivea), Ellipse Cologne	0.55	Wyeth	(0.20)
13	13	PHD	Micrara Land, Philippines OPPO Mobile Technology	0.22	Beiersdorf (Nivea)	(0.23)
14	14	Mindshare		0.50	Mondelez	(0.50)

The R3 New Business League has been compiled each of the last 144 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.