

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