

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / May 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)	2.44	Mind Museum Project	2.41	12
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	5	Dentsu	Unicharm Project, Ajinomoto Project, Toyota Project	0.49		0.49	11
5	4	Leo Burnett	Allergan	0.32		0.32	3
6	7	DDB	SBP Project, BDO Project, Smart Pinoy Project	0.25		0.25	8
7	6	JWT	Manulife, USAID/PAGASA	0.14		0.14	2
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
10=	10=	Lowe		0.00		0.00	0
10=	10=	Bates		0.00		0.00	0
10=	10=	M&C Saatchi		0.00		0.00	0
10=	10=	Havas Worldwide		0.00		0.00	0
10=	10=	Y&R		0.00		0.00	0
16	10=	FCB		0.00	Meralco Project	-0.01	0
17	17	Saatchi & Saatchi		0.00	Food Client	-0.15	0
						6.6	68



## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / May 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	4	PHD	Jardine Distribution Project, Eurobrands Distributor Project	1.6	Haier	1.54	9
4	3	Carat	OLX Project, Abbott Pharmaceuticals, AFCS	1.1		1.10	8
5	5	Dentsu Media	Unicharm Project, Department of Tourism Toyota Project	0.8		0.78	5
6	6	MediaCom	Monde Nissin, Honda, Ramcar Group of Companies Digital	0.6		0.56	3
7	7	Vizeum	Pilipinas Taj Autogroup, Lee Kum Kee, Panasonic	0.2		0.16	8
8=	8=	Initiative		0.0		0.00	0
8=	8=	Mindshare		0.0		0.00	0
10	10	MEC	Essilor, Holcim Cement, Amore Card	0.0	SMDC	-0.08	3
11	12	OMD	Automated Fare Service	0.1	Abbott Pharmaceuticals	-0.40	1
12	13	Starcom MediaVest		0.0	Monde Nissin	-0.52	0
13	11	Universal McCann	Bonchon Chicken, Haier, J&J Project	0.3	Kopiko	-0.57	6
14	14	Maxus		0.0	SC Johnson(buying)	-1.34	0
						4.6	48

### METHODOLOGY

The R3 New Business League has been compiled each of the last 153 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.

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