

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Oct 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	BPI Institutional Project, Sunlife Project, Nestle Project	4.68	Mind Museum Project	4.65	39
2	2	BBDO	Pru Life UK Project, Globe Telecom Project, OPPO Mobile Project	3.38		3.38	14
3	4	Y&R	Robinson's Property Project, CDO Foodsphere - Bibbo Cheese Dog	1.50		1.50	5
4	3	DDB	TAPE Project, Asus Project, Republic Cement(digital), SBP Project	1.34		1.34	20
5	5	Grey Group	FMCG Client	1.05		1.05	2
6	6	Ogilvy	Philippine Airlines , Under Armour Project, Subaru Project	0.98		0.98	35
7	10	Publicis	Nestle Milk Project, Citibank Project, Motortrade	1.79	Cebu Pacific	0.98	41
8	7	TBWA	L'Oreal (Shu Uemura) Digital	0.85		0.85	4
9	8	Leo Burnett	Allergan	0.72		0.72	4
10	9	Dentsu	Mamypoko(Social), Unicharm Project, Toyota Project	0.55		0.55	16
11	11	J Walter Thompson	Manulife, USAID/PAGASA	0.14		0.14	2
12-	12=	Mullen Lowe		0.00		0.00	0
12-	12=	M&C Saatchi		0.00		0.00	0
12-	12=	Havas Worldwide		0.00		0.00	0
15	15	Saatchi & Saatchi		0.00	Food Client	-0.15	0
16	16	Bates		0.00		-0.30	0
17	17	FCB		0.00	Meralco Project	-0.31	0
						15.4	182

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Oct 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	Starcom MediaVest	Smart Telecom(Digital&OOH), Unilab, Liwayway	2.9	Monde Nissin	2.38	6
2	2	Havas Media	World Lung Foundation Project, Yellow Cab Project	2.0		1.98	8
3	3	ZenithOptimedia	Globe Telecom, Star Telecom Alliance, Bakery Boutique	2.1	OLX Project	1.80	3
4	5	Carat	Mogu Mogu, OLX Project, Abbott Pharmaceuticals,AFCS	1.7		1.74	11
5	4	PHD	Jardine Distribution Project, Eurobrands Distributor Project	1.7	Red Bull	1.59	10
6	6	Dentsu Media	Unicharm Project, Department of Tourism Toyota Project	0.8		0.80	6
7	7	MediaCom	Estee Lauder Cosmetics, Monde Nissin, Honda	0.6		0.49	4
8	8	Vizeum	Pilipinas Taj Autogroup, Lee Kum Kee, Panasonic	0.2		0.16	8
9	9	MEC	Mead Johnson(Digital), Starbucks(Offline), Blink(Content&Digital)	0.2	SMDC	0.09	13
10	11	Mindshare	Jaguar Land Rover	0.2		0.07	1
11	10	Initiative		0.0		0.00	0
12	12	OMD	DOTC, Risa Hontiveros, Automated Fare Service, Accenture	0.4	Abbott Pharmaceuticals	-0.10	4
13	13	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
						9.1	80

METHODOLOGY

The R3 New Business League has been compiled each of the last 158 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.

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