



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / Mar 2018

| 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               | Publicis                 | Campbell Soup                                                           | 0.64                                 |               | 0.64                                    | 2          |
| 2               | 3               | DDB                      | Nutriasia Project, Cignal Entertainment Project, Classic Savory Project | 0.26                                 |               | 0.26                                    | 5          |
| 3               | 4               | McCann WorldGroup        | Lee Philippines Project, First Philippine Holdings) Project,            | 0.22                                 |               | 0.22                                    | 7          |
| 4               | 2               | Y&R                      | FMCG Client                                                             | 0.15                                 |               | 0.15                                    | 2          |
| 5               | 5               | Ogilvy                   | Telus International, SM Cinema Project, Payless Shoes Project,          | 0.26                                 | FMCG Client   | 0.12                                    | 4          |
| 6=              | 6=              | FCB                      |                                                                         | 0.00                                 |               | 0.00                                    | 0          |
| 6=              | 6=              | Leo Burnett              |                                                                         | 0.00                                 |               | 0.00                                    | 0          |
| 6=              | 6=              | J Walter Thompson        |                                                                         | 0.00                                 |               | 0.00                                    | 0          |
| 6=              | 6=              | Dentsu                   |                                                                         | 0.00                                 |               | 0.00                                    | 0          |
| 6=              | 6=              | Grey Group               |                                                                         | 0.00                                 |               | 0.00                                    | 0          |
| 6=              | 6=              | NuWorks Interactive Labs |                                                                         | 0.00                                 |               | 0.00                                    | 0          |
| 6=              | 6=              | TBWA                     |                                                                         | 0.00                                 |               | 0.00                                    | 0          |
| 6=              | 6=              | Bates                    |                                                                         | 0.00                                 |               | 0.00                                    | 0          |
| 6=              | 6=              | Cheil                    |                                                                         | 0.00                                 |               | 0.00                                    | 0          |
| 6=              | 6=              | Havas Worldwide          |                                                                         | 0.00                                 |               | 0.00                                    | 0          |
| 6=              | 6=              | M&C Saatchi              |                                                                         | 0.00                                 |               | 0.00                                    | 0          |
| 6=              | 6=              | MullenLowe Group         |                                                                         | 0.00                                 |               | 0.00                                    | 0          |
| 6=              | 6=              | Saatchi & Saatchi        |                                                                         | 0.00                                 |               | 0.00                                    | 0          |
| 19              | 6=              | BBDO                     |                                                                         | 0.00                                 | Campbell Soup | -0.60                                   | 0          |
|                 |                 |                          |                                                                         |                                      |               | 0.8                                     | 20         |

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / Mar 2018

| 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               | Universal McCann | Coca-Cola                                                  | 3.0                                  |               | 3.00                                    | 1          |
| 2               | 2               | Vizeum           | 2Go, Goldilocks Bakeshop and Foodshop Digital, Bridgestone | 1.3                                  |               | 1.32                                    | 5          |
| 3               | 6               | dentsu X         | Electronics Client                                         | 0.9                                  |               | 0.86                                    | 5          |
| 4               | 3               | Initiative       | Le Minerale                                                | 0.5                                  |               | 0.45                                    | 1          |
| 5               | 4               | Spark Foundry    | Marriott                                                   | 0.2                                  |               | 0.23                                    | 1          |
| 6               | 5               | MediaCom         | Bose                                                       | 0.1                                  |               | 0.05                                    | 1          |
| 7               | 7               | M2M              | Republic Biscuits Corp                                     | 0.0                                  |               | 0.01                                    | 1          |
| 8=              | 8=              | BPN              |                                                            | 0.0                                  |               | 0.00                                    | 0          |
| 8=              | 8=              | OMD              |                                                            | 0.0                                  |               | 0.00                                    | 0          |
| 8=              | 8=              | Blue 449         |                                                            | 0.0                                  |               | 0.00                                    | 0          |
| 8=              | 8=              | Mindshare        |                                                            | 0.0                                  |               | 0.00                                    | 0          |
| 8=              | 8=              | Zenith           |                                                            | 0.0                                  |               | 0.00                                    | 0          |
| 8=              | 8=              | Carat            |                                                            | 0.0                                  |               | 0.00                                    | 0          |
| 14              | 14              | PHD              |                                                            | 0.0                                  | 2Go           | -0.20                                   | 0          |
| 15              | 15              | Havas Media      |                                                            | 0.0                                  | Le Minerale   | -0.45                                   | 0          |
| 16              | 16              | Wavemaker        | Ayala Land International Sales Digital                     | 0.1                                  | Campbell Soup | -1.34                                   | 1          |
| 17              | 17              | Starcom          |                                                            | 0.0                                  | Coca-Cola     | -3.00                                   | 0          |
|                 |                 |                  |                                                            |                                      |               | 0.9                                     | 16         |

### METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by 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.