

CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines/ May 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	Microsoft, Globe Tatt Awards (Digital)	3.37		3.37
2	2	Saatchi & Saatchi	Toyota Motor(Yaris), Huawei Technologies Project	1.40		1.40
3	8	DDB	Starmall, Google Search Project, Aboitiz Group Project	1.26		1.26
4	4	Leo Burnett	Finance Client	0.55		0.55
6	5	Grey Group	Google(PR), Fitness First Project,	0.41		0.41
5	9	Ogilvy	Mondelez (Toblerone) Project, BPI Project, HBO Asia Project	0.32		0.32
7	6	TBWA	Converge ICT	0.30		0.30
8	7	Publicis	Nestle Project, Canon Printers, P&G Project, Firefly	0.15		0.15
9=	10=	JWT		0.00		0.00
9=	10=	Bates		0.00		0.00
9=	10=	M&C Saatchi		0.00		0.00
9=	10=	DraftFCB		0.00		0.00
13	14	Lowe		0.00	FMCG Client	(0.01)
14	15	Havas Worldwide		0.00	Asia Brewery	(0.02)
15	16	Y&R	Education Client	0.03	Microsoft CRM	(0.27)
16	3	BBDO	Department of Tourism	0.75		(0.33)
17	17	Dentsu	Developent Bank	0.00	Toyota Motor (Brand: Yaris)	(0.50)

MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines/ May 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		4.54
2	2	Starcom MediaVest	Shang Properties, Smart Telco Digital, Splash	2.53		2.53
3	3	Carat	Nokia, Mondelez, Mastercard	1.30		1.30
4	4	Havas Media	Shakeys (Mobile), Ayala Mall (Mobile)	1.24	Reckitt Benckiser	0.72
5	5	Vizeum	Reckitt Benckiser, Merck (Seven Seas)	0.52		0.52
6	6	OMD	First Philippine Holdings Corp, Syngenta, Department of Tourism	0.46		0.46
7	7	MediaCom	JFC, Mentholatum	0.16		0.16
8	8	Dentsu	Fast Retailing Philippines Project, Ajinomoto Project	0.11		0.11
9=	9=	Maxus		0.00		0.00
9=	9=	Initiative		0.00		0.00
11	11	Universal McCann	H&M, Russell Hobbs Project	0.22	Microsoft	(0.03)
12	12	MEC	Beiersdorf (Nivea), Ellipse Cologne, Toyota ASEAN Safety Campaign	0.49	Wyeth	(0.27)
13	13	PHD	Lorenzana Food Corporation Project, Australian Institute Higher Ed, 2GO Group of Companies	0.08	Beiersdorf (Nivea)	(0.37)
14	14	Mindshare		0.50	Mondelez	(0.50)

The R3 New Business League has been compiled each of the last 141 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.