



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Philippines / May 2016

| 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 | Ogilvy | Coca-Cola, British Council, Nestle Project | 4.84 | Philippine Airlines Project | 4.54 | 7 |
| 2 | 2 | Dentsu | Unilever Brands & Digital | 1.61 | | 1.61 | 3 |
| 3 | 3 | McCann WorldGroup | DFNN, Viber Project, Unilab Project | 1.50 | | 1.50 | 15 |
| 4 | 4 | Y&R | ABI - Colt 45 | 0.83 | | 0.83 | 2 |
| 5 | 5 | Cheil | Finance Client | 0.68 | | 0.68 | 3 |
| 6 | 8 | J Walter Thompson | Globe Telecom Project | 0.63 | | 0.63 | 2 |
| 7 | 6 | DDB | Philippine Airlines Project, Johnson & Johnson Project, Shopwise Project | 0.50 | | 0.50 | 12 |
| 8 | 7 | Publicis | Rebisco Project, Jesuit Communications Project, AXA Philippines | 0.85 | Nestle Ice cream | 0.34 | 15 |
| 9 | 9 | Leo Burnett | Tranportation Client | 0.09 | | 0.09 | 3 |
| 10= | 10= | BBDO | | 0.00 | | 0.00 | 0 |
| 10= | 10= | Grey Group | | 0.00 | | 0.00 | 0 |
| 10= | 10= | Mullen Lowe | | 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= | Saatchi & Saatchi | | 0.00 | | 0.00 | 0 |
| 10= | 10= | FCB | | 0.00 | | 0.00 | 0 |
| 10= | 10= | Bates | | 0.00 | | 0.00 | 0 |
| 18 | 18 | TBWA | | 0.00 | Davies Paint Project | -0.10 | 0 |
| | | | | | | 10.6 | 62 |

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Philippines / May 2016

| 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 | BellTel, Okada Resorts & Casino, Goldilocks Bakeshop | 1.7 | FMCG Client | 1.62 | 3 |
| 2 | 6 | Mindshare | Spotify, Facebook, Political Candidate Project | 0.6 | | 0.55 | 4 |
| 3 | 2 | Initiative | Reckitt Benckiser | 0.5 | | 0.50 | 1 |
| 4 | 8= | PHD | Gold-Lac Fresh, Centro Manufacturing Corporation, Southeastasia Retail | 0.5 | | 0.45 | 3 |
| 5 | 3 | MEC | Moneygram Project, Magnolia Ice Cream(Digital), UNHCR(Digital) | 0.4 | Sony Electronics | 0.31 | 5 |
| 6= | 4= | MediaCom | Sony Electronics, Sony Mobile | 0.1 | | 0.13 | 2 |
| 6= | 4= | Zenith | Enerlife Richeese, Gold River Management | 0.2 | BPI Prepaid Cards(Digital) | 0.13 | 4 |
| 8 | 7 | Carat | FMCG Client | 0.0 | | 0.03 | 2 |
| 9 | 8= | Vizeum | | 0.0 | | 0.00 | 0 |
| 10 | 10 | Maxus | | 0.0 | Nikon | -0.03 | 0 |
| 11 | 11 | Dentsu Media | | 0.0 | Gold River Management | -0.04 | 6 |
| 12 | 12 | Havas Media | MaryLand Distribution Project, Max's Restaurant Project | 0.0 | Enerlife Richeese | -0.12 | 4 |
| 13 | 13 | Universal McCann | GSPI, White Flower, Rebisco | 0.4 | Sony Pictures | -0.16 | 5 |
| 14 | 14 | OMD | Good Governance, World Bank Group, Columbia Pictures Industries | 1.0 | BellTel | -0.62 | 8 |
| | | | | | | 2.8 | 47 |

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 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.