

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	Transportation 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.