

Creative New Business League(Philippines) – Apr 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1=	Leo Burnett	Shell, McDonald's	1.2		1.2
2	1=	McCann WorldGroup	Fort Bonifacio Development Corp, Pacific Online, Bank of the Philippines Islands	0.9		0.9
3	3	Grey Group	Electrolux, SM Investments	0.6		0.6
4=	4=	TBWA	Mister Donut, Avida, Safi datu Puti Pinoy Kurat	0.3		0.3
4=	4=	Lowe	Lemon Squares, Unilever Axe	0.3		0.3
4=	6=	Euro RSCG	Citisec Online, Wellmade Manufacturing, SCG	0.3		0.3
7	6=	BBDO	Aboitiz Power	0.2		0.2
8=	8=	Ogilvy	Rexona Digital, Siam Cement Group - Paper PR, Stick House Gelato Merch	0.1		0.1
8=	8=	Dentsu	Hitachi	0.1		0.1
10=	10=	DDB		0.0		0.0
10=	10=	JWT		0.0		0.0
10=	10=	Saatchi and Saatchi		0.0		0.0
10=	10=	DraftFCB		0.0		0.0
10=	10=	M&C Saatchi		0.0		0.0
15	10=	Publicis		0.0		(0.1)
16	16	Bates	Wyeth, Zonrox	0.1	Shell	(0.2)
17	17	Y&R	JV Angeles Construction	0.1	Bank of the Philippines Islands	(0.5)

Media New Business Scoreboard(Philippines) –Apr 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1=	MEC	Julie's Bakeshop, Zong Restaurant, Lesofat	0.4		0.4
2=	1=	MediaCom	Mega Fishing, Galingco	0.5		0.5
3	4	Mindshare	Goldilocks, Bayer	0.3	Prulife UK	0.3
4	5=	Maxus	Ajinomoto, Prulife UK	0.2		0.2
5=	5=	PHD	Clark Education City, Red Bull, Holcim Cement	0.1		0.1
5=	7=	ZenithOpti media	Moneygram	0.1		0.1
7=	7=	Starcom MediaVest		0.0		0.0
7=	7=	MPG		0.0		0.0
7=	7=	Vizeum		0.0		0.0
7=	7=	Initiative		0.0		0.0
7=	7=	Carat		0.0		0.0
12=	3=	OMD	ACS	0.3	Wrigley	(0.2)
7=	6=	Universal McCann		0.0	Ajinomoto, Moneygram	(0.2)

CREATIVE AGENCIES

Leo Burnett maintained the top position on the back of previous wins. McCann dropped to the second place, despite of the Fort Bonifacio Development Corp win. Grey stayed at the third. TBWA, Lowe and Euro RSCG shared the fourth place.

MEDIA AGENCIES

MEC moved to the top position, securing several wins including Julie's Bakeshop, Zong Restaurant and Lesofat. Mediacom dropped to the second spot, despite of Mega Fishing and Galingco wins. Mindshare and Maxus made up the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 92 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.

