

Creative New Business League(Philippines) –Apr 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Lowe	Slurpee - 7 Eleven, Lucky Me Noodles, Active One	2.00		2.00
2	2	DDB	East-West Bank, World Wildlife Foundation, Primadonna	1.76		1.71
3	6	Y&R	Metrobank (Consumer Loans), Kia Sportage	0.62		0.62
4	4	McCann WorldGroup	Multiply, Benjamin Project, Nestle	0.46		0.46
5	3	Grey Group	Boehringer Ingelheim, Philusa Corp.- Cleene Cleansing Spray and Babyflo	0.35		0.35
6	5	TBWA	OB Montessori - Culinary, Del Monte - Pinejuice&Kitchennomics, Colgate Plax	0.28		0.28
7=	7=	JWT		0.20		0.20
7=	7=	BBDO	Blackberry Asia Pacific	0.20		0.20
9	9	Euro RSCG	Bosch Brand Asia Pacific	0.13		0.13
10	10	Publicis	Hoopla, LG Digital Asia Pacific	0.07		0.07
11	11	Saatchi and Saatchi	Lenovo Asia Pacific	0.05		0.05
12=	12=	Leo Burnett	Airphil Express	0.00		0.00
12=	12=	DraftFCB		0.00		0.00
12=	12=	Dentsu		0.00		0.00
12=	12=	M&C Saatchi		0.00		0.00
12=	12=	Bates		0.00		0.00
17	17	Ogilvy		0.00	Yahoo! Southeast Asia	(0.09)

Media New Business League(Philippines) –Apr 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	OMD	Levi Strauss, Stream Global, Sunlife Financial	0.95		0.95
2	2	PHD	Welch's Grape Juice, Huawei, Cordia	0.65		0.65
3	4=	MediaCom	7-Eleven, Thai Embassy, Lotte	0.27		0.27
4	3	MPG	Bosch Brand Asia Pacific, Escada Asia Pacific	0.18		0.18
5	13	ZenithOptimedia	Megaworld, American Standard	0.28		0.15
6	4=	Maxus	Nikon, ANA Airlines, Dragon Edge	0.12		0.12
7	6	Carat	Café France	0.11		0.11
8	7	MEC	Suzuki Motors, Fresh Bathroom Tissue, Wyeth Nutritionals	0.08		0.08
9	8	Starcom MediaVest	Yahoo Asia Pacific	0.05		0.05
10=	9=	Mindshare		0.00		0.00
10=	9=	Vizeum		0.00		0.00
10=	9=	Initiative		0.00		0.00
10=	9=	Universal McCann		0.00		0.00

CREATIVE AGENCIES

Lowe maintained on top spot, securing Slurpee and Lucky Me Noodles, followed by DDB. Y&R was fastest mover this month with Metrobank and Kia Sportage new businesses. McCann made up the rest of the top four.

MEDIA AGENCIES

OMD maintained on top spot, picking up Levi Strauss, Stream Global and Sunlife Financial. PHD was placed second on the back of Welch's Grape Juice and Huawei new businesses. MediaCom and MPG made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 104 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.

