

Creative New Business League(Philippines) –August 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	2	Lowe	Airphil Express, Filinvest Land, 7-Eleven, Alaska Milk CarnationWebsite	2.28	Enervon	2.48
2	1	DDB	Philippines Airlines, Pascual Laboratories, Asia Pacific	2.44		2.39
3	3	BBDO	SC Johnson Asia Pacific, Mars Asia Pacific, VISA Asia Pacific	0.91		0.91
4	4	Ogilvy	SC Johnson Asia Pacific, Goodyear, HuaWei, Multiply	0.97	Yahoo! Southeast Asia	0.83
5	5	Y&R	Global Restaurant Concepts, Metrobank Consumer Loans, Kia Sportage	0.80		0.80
6	7	McCann WorldGroup	United Laboratories Enervon, Coca-cola Export, ELRO Marketing Ipanema, Project Perfect	0.72		0.72
7	6	Grey Group	A. Tung Chingco Manufacturing, MoneyGram, Wyeth ProMama and Enercal	0.59		0.59
8	8	Euro RSCG	Bosch Brand Asia Pacific	0.48		0.48
9	9	JWT		0.23	Rimmel London Asia Pacific	0.18
10=	10=	Publicis	Hoopla, LG Digital Asia Pacific	0.12		0.12
10=	10=	Leo Burnett	Airphil Express	0.12		0.12
12	13	Saatchi and Saatchi	Invida Asia Pacific, Lenovo Asia Pacific	0.07		0.07
13	14	Dentsu	Chelsea Football Club Southeast Asia	0.04		0.04
14	12	TBWA	Suyen Corporation, HBC, La Casa De Vanessa, Accendo Commercial	0.32	Splash Corporation	0.01
15=	15=	M&C Saatchi		0.00		0.00
15=	15=	Bates		0.00		0.00
17	17	DraftFCB		0.00	SC Johnson Asia Pacific	(1.50)

Media New Business League(Philippines) –August 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	Sony Asia Pacific, REX BookStore, Great Wall Motor Wingle & Hover	1.61		1.61
2	2	PHD	SC Johnson Asia Pacific, Welch's Grape Juice, Huawei, Cordia	0.81		0.81
3	4	MediaCom	Brothers International, Fly Ace, 7-Eleven, Thai Embassy	0.32		0.31
4	3	Maxus	SC Johnson Asia Pacific, Bel International, Kia Sportage, General Electric	0.42	GSK	0.30
5	5	Starcom MediaVest	Resorts World Manila, Terry S.A., Yahoo Asia Pacific	0.16		0.16
6	9=	ZenithOptimedia	Zed, Emperador Distillers, Terry SA, Botikang Pinoy	0.40	Bel International	0.13
7	6=	MPG	Bosch Brand Asia Pacific, Escada Asia Pacific	0.18		0.12
8	8	Carat	Café France	0.11		0.11
9=	9=	Vizeum		0.00		0.00
9=	9=	Initiative		0.00		0.00
11	9=	Mindshare		0.00	Terry SA	(0.05)
12	6=	MEC	McCormick, Suzuki Motors, Fresh Bathroom Tissue, Wyeth Nutritionals	0.12	Sony Asia Pacific	(0.38)
13	13	Universal McCann	Philex Mining, Moneygram, Inbisco Phils., American Eye Institute	0.19	SC Johnson Asia Pacific	(0.41)

CREATIVE AGENCIES

Lowe moved to top spot on the back of Airphil Express and Filinvest Land wins. DDB was a close second, securing Philippines Airlines. BBDO and Grey made up the rest of the top four.

MEDIA AGENCIES

OMD's Sony Asia Pacific win helped them keep the top spot. PHD was placed second on the back of previous wins. MediaCom and Maxus made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 108 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.