

Creative New Business League(Philippines) – Dec 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Euro RSCG	Philippine Daily Inquirer, Philippine AXA Life, Betadine, Kopiko 3 in 1 coffee	2.0		2.0
2	2	DDB	Skype BTL Asia Pacific, HP TSG BTL Asia Pacific, InnoGen Pharma Group, Belo Medical - Outdoor	1.9		1.8
3	3	Ogilvy	Globe Telecom CRM, Fitness First, Manila Water Research	1.8		1.5
4	4	Y&R	Sunwest Properties, Cohen's Lifestyle Centre, Ayala Land - Santierra	1.1		1.1
5	5	BBDO	Unique Toothpaste, Krispy kreme, Philweb	0.8	Philam Plans	0.7
6	6	Grey Group	Kraft Foods - Cheez Wiz, GlaxoSmithKline - Synflorix	0.6		0.6
7	7	Leo Burnett	Philippine Airlines Global	0.4	Kelloggs Part Asia Pacific	0.3
8=	11=	McCann WorldGroup	Kopiko, Myracof, DPC Yellow Pages, ColdEase	0.9	UPS Asia Pacific	0.2
8=	8=	JWT	Kelloggs Asia Pacific, Greenfield	0.2		0.2
10=	9=	Publicis	BMW Southeast Asia, Growee	0.4	Nesvita Pro Digestion Yogurt	0.1
10=	9=	Bates	Kenny Rogers, Michelis Silver	0.1		0.1
12=	11=	Saatchi and Saatchi		0.0		0.0
12=	11=	DraftFCB		0.0		0.0
12=	11=	M&C Saatchi		0.0		0.0
12=	11=	TBWA		0.0		0.0
16	16	Lowe	AXE	0.0	Surf Asia Pacific	(0.4)

Media New Business Scoreboard(Philippines) – Dec 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Universal McCann	Duralite, Mega Sardines, Globe Telecom	1.7	Association of Convenience Stores	1.4
2	2	PHD	SM Supermalls, Skintech - Fiona cologne, Abbott, Western Union	1.3		1.3
3	4	OMD	Vodafone Asia Pacific, Double A, Doña Maria	0.9		0.9
4	3	MediaCom	P&G, Office of Sen.Chiz Escudero	1.2	Vaccines	0.8
5=	5	Mindshare	Penshoppe, Association of Convenience Stores, Asua	0.8		0.7
5=	6	Maxus	Vaccines, Michelis Jewelry, Bountry Fresh, Toshiba, JP Morgan	0.7		0.7
7	7	Starcom MediaVest	United Laboratories Digital, Golden Arches Convenience Digital	0.3	La Netro ZED	0.3
8	8	MEC	Singapore Airlines Global, Sony Life, Megaworld	0.2		0.2
9	9	MPG	Camaya	0.1	Swarovski Asia Pacific	0.1
10=	10=	Vizeum		0.0		0.0
10=	10=	Initiative		0.0		0.0
10=	10=	ZenithOptimedia	Swarovski Asia Pacific, ISCI (Belo), Kenny Rogers, Pueblo de Oro	0.2	HP Asia Pacific	0.0
13	13	Carat	Nokia, Honda (Civic model)	0.5	P & G	(0.5)

CREATIVE AGENCIES

Euro RSCG finished the year on top with around 20 wins, the biggest of which included Energizer and Betadine. DDB maintained the second place with around 30 wins including Pharex Naproxen Sodium, Belo Essentials and Philam Plans. Ogilvy and Y&R finished third and fourth respectively.

MEDIA AGENCIES

Universal McCann finished the year on top on the back of massive Globe Telecom win. PHD maintained the second place with more than 20 wins including SM Supermalls and Abbott. OMD and MediaCom finished third and fourth respectively.

METHODOLOGY

The R3 New Business League has been compiled each of the last 88 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.

