

## Creative New Business League(Philippines) –Dec 2010

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (US\$m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (US\$m)</b>
<b>1</b>	<b>1</b>	<b>Leo Burnett</b>	Shell, McDonald's	1.75		1.75
<b>2</b>	<b>3</b>	<b>Grey Group</b>	Wyeth Aqiva, Asia Foundation, Boehringer Ingelheim Dulcolax	1.73		1.73
<b>3</b>	<b>2</b>	<b>McCann WorldGroup</b>	BPI Digital, Coca-Cola Viral, Nestle (Kit Kat), General Mills & Food	1.61		1.61
<b>4</b>	<b>4</b>	<b>BBDO</b>	AsiaRooms.com, JNJ Baby, Aboitiz Power	1.20		1.20
<b>5</b>	<b>5</b>	<b>Ogilvy</b>	Unilab, KFC Twisters, Yingli Green Energy, SM SuperMalls	0.80	Panadol	0.80
<b>6</b>	<b>8</b>	<b>Euro RSCG</b>	Pfizer, Nestle (Nescafe), The Generics Pharmacy	0.63		0.63
<b>7</b>	<b>6=</b>	<b>TBWA</b>	AIP, PharmAsia, Taft Property	0.89	Nivea	0.59
<b>8</b>	<b>6=</b>	<b>JWT</b>	Kraft	0.55		0.55
<b>9</b>	<b>9</b>	<b>DraftFCB</b>	Nivea	0.30		0.30
<b>10</b>	<b>10</b>	<b>Dentsu</b>	Hitachi	0.10		0.10
<b>11=</b>	<b>11=</b>	<b>Saatchi and Saatchi</b>		0.00		0.00
<b>11=</b>	<b>11=</b>	<b>M&amp;C Saatchi</b>		0.00		0.00
<b>13</b>	<b>13=</b>	<b>Publicis</b>	Bank of Philippines	0.05	Metrobank Institutional Campaign	<b>-0.11</b>
<b>14</b>	<b>13=</b>	<b>Y&amp;R</b>	Firefly Lights, JV Angeles Construction	0.38	Bank of the Philippines Islands	<b>-0.12</b>
<b>15</b>	<b>15</b>	<b>Bates</b>	Wyeth, Zonrox	0.10	Shell	<b>-0.20</b>
<b>16</b>	<b>16</b>	<b>DDB</b>	Ciba Vision, Betadine, La Germania Appliances	0.32	Energizer	<b>-0.33</b>
<b>17</b>	<b>17</b>	<b>Lowe</b>	Lemon Squares, Unilever Axe	0.31	JNJ Baby	<b>-0.69</b>

# Media New Business League(Philippines) –Dec 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	Café France, PhilPlans, Pfizer-Wyeth, Maya Kitchen	1.42		1.42
2	2=	Carat	Honda Motorcycles, Cemex Cements, Pru Life UK	0.43		0.43
3	2=	Maxus	Holcim, Asia Brewery, Phima	0.42		0.40
4	4=	ZenithOptimedia	Sanofi Aventis, Havaianas, Chips Delight	0.33		0.33
5	4=	Starcom MediaVest	Liberty Broadcasting Network, Meralco	0.32		0.32
6	4=	Mindshare	Goldilocks, Bayer	0.30	Astra	0.25
7	7	MPG	Anchor Land Holdings, Sunsilk Digital, Citibank Cards Digital	0.18		0.18
8	8	PHD	Red Bull, Pharm-Asia Cuevest, Clark Education City, Holcim Cement	0.13		0.13
9=	9=	OMD	Total Petroleum, Mega Fishing, Galingco	0.53	Asia Brewery	0.03
9=	9=	Vizeum	AXA, Posh Properties	0.48	Wrigley	0.03
11=	9=	Initiative		0.00		0.00
11=	9=	MediaCom		0.00		0.00
13	13	Universal McCann		0.03	Meralco	-0.42

## CREATIVE AGENCIES

Leo Burnett finished in top place on the back of Shell and McDonald's, followed by Grey, who picked up Panadol and Wyeth Aqiva. McCann and BBDO made up the rest of the top four.

## MEDIA AGENCIES

MEC finished the year on top on the back of strong Wrigley and Pfizer Wyeth wins. Maxus was placed second, securing Ajinomoto. Carat and ZenithOptimedia made up the rest of the top four.

## METHODOLOGY

The R3 New Business League has been compiled each of the last 100 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.

