

## Creative New Business League(Philippines) –December 2011

<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>DDB</b>	Selecta Moo, Tanduay Rhum, PLDT SME	3.22	Philips Asia Pacific	2.72
<b>2</b>	<b>2</b>	<b>Lowe</b>	Airphil Express, Filinvest Land, 7-Eleven, Alaska Milk CarnationWebsite	2.28	Enervon	2.48
<b>3</b>	<b>3</b>	<b>BBDO</b>	ExxonMobil Asia Pacific	1.31		1.31
<b>4</b>	<b>4</b>	<b>Ogilvy</b>	Philips Asia Pacific, Nestle NAN	1.40	Yahoo! Southeast Asia	1.26
<b>5</b>	<b>5</b>	<b>Y&amp;R</b>	Global Restaurant Concepts, Metrobank Consumer Loans, Kia Sportage	0.85		0.85
<b>6</b>	<b>6=</b>	<b>Euro RSCG</b>	Volvo (Arnold)	0.77		0.77
<b>7</b>	<b>6=</b>	<b>McCann WorldGroup</b>	San Mig Light Anti-Alco Pop, Bank of the Philippine Island, Unilever	1.26	Lufthansa Asia Pacific	0.68
<b>8</b>	<b>8</b>	<b>Grey Group</b>	Republic Biscuits Campaign, 3M Campaign, Andoks Litson Campaign	0.65		0.65
<b>9</b>	<b>9</b>	<b>JWT</b>		0.23	Rimmel London Asia Pacific	0.18
<b>10</b>	<b>13=</b>	<b>Bates</b>	Hershey's, Lee Jeans	0.15		0.15
<b>11</b>	<b>10</b>	<b>Leo Burnett</b>	Airphil Express	0.13		0.13
<b>12</b>	<b>11</b>	<b>Publicis</b>	Merck OTC Brands	0.47	Gran Matador Brandy	0.09
<b>13</b>	<b>12</b>	<b>Saatchi and Saatchi</b>	Invida Asia Pacific, Lenovo Asia Pacific	0.07		0.07
<b>14</b>	<b>16</b>	<b>TBWA</b>	Boehringer Extra, Ginebra San Miguel	0.39	Mars Asia Pacific	0.01
<b>15</b>	<b>13=</b>	<b>M&amp;C Saatchi</b>		0.00		0.00
<b>16</b>	<b>15</b>	<b>Dentsu</b>	Chelsea Football Club Southeast Asia	0.04		(0.02)
<b>17</b>	<b>17</b>	<b>DraftFCB</b>		0.00	SC Johnson Asia Pacific	(1.50)

# Media New Business League(Philippines) – December 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
<b>1</b>	<b>1</b>	<b>OMD</b>	OMRON Home Healthcare	1.61	AXA Regional	1.46
<b>2</b>	<b>2</b>	<b>Starcom MediaVest</b>	Novartis Asia Pacific, Mars and Wrigley SEA, Resorts World Manila	1.36		1.31
<b>3</b>	<b>3</b>	<b>ZenithOptimedia</b>	Zed, Emperador Distillers, Terry SA, Botikang Pinoy	1.40	Marriott International Asia Pacific	1.03
<b>4</b>	<b>4</b>	<b>PHD</b>	Sony Ericsson Asia Pacific	0.86	Gardenia	0.76
<b>5</b>	<b>5</b>	<b>MediaCom</b>	Revlon Asia Pacific, GE Lights	0.47		0.46
<b>6</b>	<b>8</b>	<b>MPG</b>	KFC, Air Asia, AXA Regional	0.52		0.45
<b>7</b>	<b>6</b>	<b>Maxus</b>	SC Johnson Asia Pacific, Bel International, Kia Sportage, General Electric	0.42	GSK	0.30
<b>8</b>	<b>7</b>	<b>Carat</b>	Philips Asia Pacific	0.24		0.24
<b>9=</b>	<b>9=</b>	<b>Initiative</b>	Clorox	0.05	Revlon Asia Pacific	0.00
<b>9=</b>	<b>9=</b>	<b>Vizeum</b>		0.00		0.00
<b>9=</b>	<b>9=</b>	<b>Mindshare</b>	ConAgra Foods, Samsonite	0.05	Terry SA	0.00
<b>12</b>	<b>12</b>	<b>MEC</b>	Manulife	0.29	Novartis Asia Pacific	(0.66)
<b>13</b>	<b>13</b>	<b>Universal McCann</b>	ExxonMobil Asia Pacific	0.29	SC Johnson Asia Pacific	(1.31)

## CREATIVE AGENCIES

DDB continued to lead the industry with 3 new wins from Selecta Moo, Tanduay Rhum and PLDT SME this month. Lowe followed closely with overall revenue of USD2.48M. Both BBDO and Ogilvy maintained their places as the third and fourth respectively.

## MEDIA AGENCIES

OMD continued to be at the top of the table with overall revenue of USD1.46M. Starcom MediaVest maintained its second position with a recent win from Novartis Asia Pacific. ZenithOptimedia and PHD followed closely, making up the rest of the top four.

## METHODOLOGY

The R3 New Business League has been compiled each of the last 112 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.