

Creative New Business League(Philippines) – Feb 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	2=	McCann WorldGroup	Bank of the Philippines Islands, M. Lhuillier Financial, Makati Media Centre	0.7		0.7
2	1	Lowe	Unilever Axe, Unilever Foods' Digital Activation Project	0.3		0.3
3	4=	BBDO	Aboitiz Power	0.2		0.2
4=	NA	Dentsu	Hitachi	0.1		0.1
4=	2=	Ogilvy	Globe Telecom Broadband	0.1		0.1
4=	4=	Euro RSCG	Philips	0.1		0.1
7=	4=	Grey Group		0.0		0.0
7=	4=	DDB		0.0		0.0
7=	4=	Leo Burnett		0.0		0.0
7=	4=	JWT		0.0		0.0
7=	4=	Publicis		0.0		0.0
7=	4=	Bates		0.0		0.0
7=	4=	Saatchi and Saatchi		0.0		0.0
7=	4=	DraftFCB		0.0		0.0
7=	4=	M&C Saatchi		0.0		0.0
7=	4=	TBWA		0.0		0.0
17	4=	Y&R		0.0	Bank of the Philippines Islands	(0.5)

Media New Business Scoreboard(Philippines) –Feb 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	Wrigley	0.4		0.4
1=	2=	MediaCom	Election Campaigns	0.4		0.4
3=	2=	OMD	ACS	0.3		0.3
3=	2=	Mindshare	Bayer	0.3		0.3
5	2=	PHD	Red Bull, Holcim Cement	0.1		0.1
6=	2=	Universal McCann		0.0		0.0
6=	2=	Maxus		0.0		0.0
6=	2=	Starcom MediaVest		0.0		0.0
6=	2=	MPG		0.0		0.0
6=	2=	Vizeum		0.0		0.0
6=	2=	Initiative		0.0		0.0
6=	2=	ZenithOpti media		0.0		0.0
6=	2=	Carat		0.0		0.0

CREATIVE AGENCIES

McCann moved to the top position, securing several wins including Bank of the Philippines Islands, M. Lhuillier Financial and Makati Media Centre. On second and third place were Lowe and BBDO. Dentsu, Ogilvy and Euro RSCG shared the fourth place.

MEDIA AGENCIES

MEC shared the first position with Mediacom, who snapped Election Campaigns. OMD and Mindshare shared the third place. OMD took ACS while Mindshare snapped Bayer.

METHODOLOGY

The R3 New Business League has been compiled each of the last 90 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.

