

Creative New Business League(Philippines) –Feb 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Lowe	Unilever, Allied Bank, Westmont Pharmaceutical	1.40		1.40
2	2	DDB	Smart, PLDT	0.73		0.68
3	4=	Grey Group	Boehringer Ingelheim, Philusa Cleene Cleansing Spray and Babyflo	0.35		0.35
4	6	McCann WorldGroup	Benjamin Project, Nestle	0.32		0.32
5=	3	JWT		0.20		0.20
5=	10=	BBDO	Blackberry Asia Pacific	0.20		0.20
7	4=	Y&R	Yahoo! Southeast Asia, Rebisco International	0.19		0.19
8=	7=	Saatchi and Saatchi	Lenovo Asia Pacific	0.05		0.05
8=	7=	Publicis	LG Digital Asia Pacific	0.05		0.05
10	9	TBWA	Colgate Plax	0.04		0.04
11=	10=	Leo Burnett		0.00		0.00
11=	10=	Euro RSCG		0.00		0.00
11=	10=	DraftFCB		0.00		0.00
11=	10=	Dentsu		0.00		0.00
11=	10=	M&C Saatchi		0.00		0.00
11=	10=	Bates		0.00		0.00
17	17	Ogilvy		0.00	Yahoo! Southeast Asia	(0.09)

Media New Business League(Philippines) –Feb 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	2	OMD	Sunlife Financial, Aesthetic Institute	0.76		0.76
2	1	PHD	Davies Paint, Carrier Aircon, Hotels.com Asia Pacific	0.59		0.59
3	5=	MPG	Canon Digital, Nestle Yoghurt Digital	0.15		0.15
4	3	MediaCom	Lotte, Air Philippines, Sketchers	0.09		0.09
5	5=	MEC	Fresh Bathroom Tissue, Wyeth Nutritionals, Starwood Hotels Asia Pacific	0.07		0.07
6	4	Carat		0.02		0.02
7=	5=	Maxus		0.00		0.00
7=	5=	Starcom MediaVest		0.00		0.00
7=	5=	Mindshare		0.00		0.00
7=	5=	Vizeum		0.00		0.00
7=	5=	Initiative		0.00		0.00
7=	5=	Universal McCann		0.00		0.00
13	13	ZenithOpti media	American Standard	0.04		(0.08)

CREATIVE AGENCIES

Lowe stayed on the top of the table, followed by DDB securing Smart and PLDT. Grey and McCann made up the other two positions in the top four.

MEDIA AGENCIES

OMD moved to the top spot on the back of Sunlife Financial and other wins. PHD was placed second, securing Davies Paint and Carrier Aircon. MPG and MediaCom made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 102 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.

