

Creative New Business League(Philippines) – Jan 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	16	Lowe	Unilever Axe, Unilever Foods' Digital Activation Project	0.3		0.3
2=	8=	McCann WorldGroup	Pharma Client	0.1		0.1
2=	3	Ogilvy	Globe Telecom Broadband	0.1		0.1
4=	1	Euro RSCG		0.0		0.0
4=	2	DDB		0.0		0.0
4=	4	Y&R		0.0		0.0
4=	5	BBDO		0.0		0.0
4=	6	Grey Group		0.0		0.0
4=	7	Leo Burnett		0.0		0.0
4=	8	JWT		0.0		0.0
4=	10=	Publicis		0.0		0.0
4=	10=	Bates		0.0		0.0
4=	12=	Saatchi and Saatchi		0.0		0.0
4=	12=	DraftFCB		0.0		0.0
4=	12=	M&C Saatchi		0.0		0.0
4=	12=	TBWA		0.0		0.0

Media New Business Scoreboard(Philippines) –Jan 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	8	MEC	Wrigley	0.4		0.4
2=	1	Universal McCann		0.0		0.0
2=	2	PHD		0.0		0.0
2=	3	OMD		0.0		0.0
2=	4	MediaCom		0.0		0.0
2=	5=	Mindshare		0.0		0.0
2=	5=	Maxus		0.0		0.0
2=	7	Starcom MediaVest		0.0		0.0
2=	9	MPG		0.0		0.0
2=	10=	Vizeum		0.0		0.0
2=	10=	Initiative		0.0		0.0
2=	10=	ZenithOpti media		0.0		0.0
2=	13	Carat		0.0		0.0

CREATIVE AGENCIES

Lowe took the first position on the back of some Unilever wins. McCann and Ogilvy shared the second place, securing some Pharma Client and Globe Telecom Broadband respectively.

MEDIA AGENCIES

A quiet month for Philippines, only MEC secured Wrigley business.

METHODOLOGY

The R3 New Business League has been compiled each of the last 89 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.

