

Creative New Business League(Philippines) –Jan 2011

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	17	Lowe	Unilever, Allied Bank, Westmont Pharmaceutical	1.40		1.40
2	16	DDB	Meralco, Unicef, Wrangler (Apparel)	0.38		0.38
3	8	JWT		0.20		0.20
4=	2	Grey Group	Boehringer Ingelheim, Philusa Corp.- Cleene Cleansing Spray and Babyflo	0.15		0.15
4=	14	Y&R	Rebisco International, California Pizza Kitchen	0.15		0.15
6	3	McCann WorldGroup	Jollibee Foods (Red Ribbon), Philippine Business for Social Progress	0.12		0.12
7=	11=	Saatchi and Saatchi	Lenovo Asia Pacific	0.05		0.05
7=	13	Publicis	LG Digital Asia Pacific	0.05		0.05
9	7	TBWA	Colgate Plax	0.04		0.04
10=	1	Leo Burnett		0.00		0.00
10=	4	BBDO		0.00		0.00
10=	6	Euro RSCG		0.00		0.00
10=	9	DraftFCB		0.00		0.00
10=	10	Dentsu		0.00		0.00
10=	11=	M&C Saatchi		0.00		0.00
10=	15	Bates		0.00		0.00
17	5	Ogilvy		0.00	Lenovo Asia Pacific	(0.05)

Media New Business League(Philippines) –Jan 2011

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	8	PHD	Unitrade (Charmee Napkin), Precisionworks Business Consultancy	0.53		0.53
2	9=	OMD	Levi's Asia Pacific, Blims Furniture, Honda Jazz	0.48		0.48
3	9=	MediaCom	Lotte, Air Philippines, Sketchers	0.09		0.09
4	3	Carat		0.02		0.02
5=	1	MEC		0.00		0.00
5=	2	Maxus		0.00		0.00
5=	5	Starcom MediaVest		0.00		0.00
5=	6	Mindshare		0.00		0.00
5=	7	MPG		0.00		0.00
5=	11=	Vizeum		0.00		0.00
5=	11=	Initiative		0.00		0.00
5=	13	Universal McCann		0.00		0.00
13	4	ZenithOpti media		0.00		(0.13)

CREATIVE AGENCIES

In the first report of 2011, Lowe led the way on the back of Unilever, Allied Bank and other wins, followed by DDB, securing Meralco and Unicef. JWT was placed third and won some confidential new businesses.

MEDIA AGENCIES

PHD led the way through strong wins of Unitrade and Precisionworks Business Consultancy. OMD was a close second, securing Levi's Asia Pacific, Blims Furniture and Honda Jazz. MediaCom and Carat made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 101 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.