

Creative New Business League(Philippines) –July 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	Pascual Laboratories, UNILAB Brands, Klinika Natin, Mars Asia Pacific	2.39		2.34
2	2	Lowe	SM Supermalls, Ginebra San Miguel, Slurpee - 7 Eleven, Lucky Me Noodles	2.04		2.04
3	7	BBDO	SC Johnson Asia Pacific, Mars Asia Pacific, VISA Asia Pacific	0.91		0.91
4	17	Ogilvy	SC Johnson Asia Pacific, Goodyear, HuaWei, Multiply	0.97	Yahoo! Southeast Asia	0.83
5	3	Y&R	Global Restaurant Concepts, Metrobank Consumer Loans, Kia Sportage	0.72		0.72
6	4	Grey Group	A. Tung Chingco Manufacturing, MoneyGram, Wyeth ProMama and Enercal	0.59		0.59
7	5	McCann WorldGroup	Nestle Philippines, Bank of the Philippine Islands, Healthy Options	0.51		0.51
8	6	Euro RSCG	Bosch Brand Asia Pacific	0.48		0.48
9	8	JWT		0.23	Rimmel London Asia Pacific	0.18
10=	9	Publicis	Hoopla, LG Digital Asia Pacific	0.12		0.12
10=	13	Leo Burnett	Airphil Express	0.12		0.12
12	10	TBWA	OB Montessori - Culinary, Del Monte - Pinejuice&Kitchennomics, Colgate Plax	0.28	Mars Asia Pacific	0.08
13	11	Saatchi and Saatchi	Invida Asia Pacific, Lenovo Asia Pacific	0.07		0.07
14	12	Dentsu	Chelsea Football Club Southeast Asia	0.04		0.04
15=	14=	M&C Saatchi		0.00		0.00
15=	14=	Bates		0.00		0.00
17	14=	DraftFCB		0.00	SC Johnson Asia Pacific	(1.50)

Media New Business League(Philippines) –July 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	OMD	REX BookStore, Great Wall Motor Wingle & Hover, St. Luke's Medical Center	1.11		1.11
2	2	PHD	SC Johnson Asia Pacific, Welch's Grape Juice, Huawei, Cordia	0.81		0.81
3	8=	Maxus	SC Johnson Asia Pacific, Bel International, Kia Sportage, General Electric	0.42	GSK	0.30
4	3	MediaCom	Fly Ace, 7-Eleven, Thai Embassy	0.29		0.29
5	4	Starcom MediaVest	Resorts World Manila, Terry S.A., Yahoo Asia Pacific	0.16		0.16
6=	5=	MEC	McCormick, Suzuki Motors, Fresh Bathroom Tissue, Wyeth Nutritionals	0.12		0.12
6=	5=	MPG	Bosch Brand Asia Pacific, Escada Asia Pacific	0.18		0.12
8	7	Carat	Café France	0.11		0.11
9=	8=	ZenithOptimedia	Megaworld, American Standard	0.28	Bel International	0.00
9=	10=	Mindshare		0.00		0.00
9=	10=	Vizeum		0.00		0.00
9=	10=	Initiative		0.00		0.00
13	10=	Universal McCann	Philex Mining, Moneygram, Inbisco Phils., American Eye Institute	0.19	SC Johnson Asia Pacific	(0.41)

CREATIVE AGENCIES

DDB maintained on top spot with Pascual Laboratories and UNILAB Brands wins. Lowe was a close second, securing SM Supermalls and Ginebra San Miguel. BBDO and Ogilvy all moved fast on the back of strong SC Johnson Asia Pacific win.

MEDIA AGENCIES

OMD stayed on top spot with REX BookStore win. PHD secured SC Johnson Asia Pacific new business and was placed second. Maxus was fastest mover this month on the back of SC Johnson Asia Pacific win. MediaCom made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 107 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.