

## Creative New Business League(Philippines) –June 2011

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (US\$m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (US\$m)</b>
<b>1</b>	<b>1</b>	<b>DDB</b>	Mars Asia Pacific, Intel Asia Pacific, Asia Brewery Tanduay Ice	2.23		2.18
<b>2</b>	<b>2</b>	<b>Lowe</b>	Slurpee - 7 Eleven, Lucky Me Noodles, Active One	2.00		2.00
<b>3</b>	<b>3</b>	<b>Y&amp;R</b>	Metrobank Consumer Loans, Kia Sportage	0.65		0.65
<b>4</b>	<b>4</b>	<b>Grey Group</b>	MoneyGram, Wyeth ProMama and Enercal, Metropolitan Bank & Trust Company	0.55		0.55
<b>5</b>	<b>5</b>	<b>McCann WorldGroup</b>	Nestle, Bank of the Philippine Islands, Healthy Options	0.51		0.51
<b>6</b>	<b>6</b>	<b>Euro RSCG</b>	Bosch Brand Asia Pacific	0.48		0.48
<b>7</b>	<b>9</b>	<b>BBDO</b>	Mars Asia Pacific, VISA Asia Pacific, Blackberry Asia Pacific	0.31		0.31
<b>8</b>	<b>8</b>	<b>JWT</b>		0.23	Rimmel London Asia Pacific	0.18
<b>9</b>	<b>10=</b>	<b>Publicis</b>	Hoopla, LG Digital Asia Pacific	0.12		0.12
<b>10</b>	<b>7</b>	<b>TBWA</b>	OB Montessori - Culinary, Del Monte - Pinejuice&Kitchenomics, Colgate Plax	0.28	Mars Asia Pacific	0.08
<b>11</b>	<b>10=</b>	<b>Saatchi and Saatchi</b>	Invida Asia Pacific, Lenovo Asia Pacific	0.07		0.07
<b>12</b>	<b>12</b>	<b>Dentsu</b>	Chelsea Football Club Southeast Asia	0.04		0.04
<b>13</b>	<b>13=</b>	<b>Leo Burnett</b>	Airphil Express	0.02		0.02
<b>14=</b>	<b>13=</b>	<b>DraftFCB</b>		0.00		0.00
<b>14=</b>	<b>13=</b>	<b>M&amp;C Saatchi</b>		0.00		0.00
<b>14=</b>	<b>13=</b>	<b>Bates</b>		0.00		0.00
<b>17</b>	<b>17</b>	<b>Ogilvy</b>	Goodyear, HuaWei, Multiply	0.07	Yahoo! Southeast Asia	(0.07)

# Media New Business League(Philippines) –June 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	Great Wall Motor Wingle & Hover, St. Luke's Medical Center, Media Pharma Salinase	1.09		1.09
2	2	PHD	Welch's Grape Juice, Huawei, Cordia	0.66		0.66
3	3	MediaCom	Fly Ace, 7-Eleven, Thai Embassy	0.29		0.29
4	9	Starcom MediaVest	Resorts World Manila, Terry S.A., Yahoo Asia Pacific	0.16		0.16
5=	8	MEC	McCormick, Suzuki Motors, Fresh Bathroom Tissue, Wyeth Nutritionals	0.12		0.12
5=	5=	MPG	Bosch Brand Asia Pacific, Escada Asia Pacific	0.18		0.12
7	7	Carat	Café France	0.11		0.11
8=	4	ZenithOpti media	Megaworld, American Standard	0.28	Resorts World Manila	0.05
8=	5=	Maxus	Kia Sportage, General Electric, Nikon, ANA Airlines, Dragon Edge	0.17	GSK	0.05
10=	10=	Mindshare		0.00		0.00
10=	10=	Vizeum		0.00		0.00
10=	10=	Initiative		0.00		0.00
10=	10=	Universal McCann		0.00		0.00

## CREATIVE AGENCIES

DDB kept top spot on the back of strong Mars Asia Pacific win, followed by Lowe. Y&R and Greg made up the rest of the top four.

## MEDIA AGENCIES

OMD secured Great Wall Motor Wingle & Hover and kept its top position, followed by PHD. MediaCom and Starcom made up the rest of the top four.

## METHODOLOGY

The R3 New Business League has been compiled each of the last 106 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.