

Creative New Business League(Philippines) – Mar 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1=	7=	Leo Burnett	Shell, McDonald's	0.9		0.9
1=	1	McCann WorldGroup	Pacific Online, Bank of the Philippines Islands, M. Lhuillier Financial	0.9		0.9
3	7=	Grey Group	Electrolux, SM Investments	0.6		0.6
4=	7=	TBWA	Mister Donut, Avida, Safi datu Puti Pinoy Kurat	0.3		0.3
4=	2	Lowe	Unilever Axe, Unilever Foods' Digital Activation Project	0.3		0.3
6=	3	BBDO	Aboitiz Power	0.2		0.2
6=	4=	Euro RSCG	Citisec Online, Speed Detergents of Wellmade Manufacturing, SCG	0.2		0.2
8=	4=	Ogilvy	Rexona Digital, Siam Cement Group - Paper PR, Stick House Gelato Merch	0.1		0.1
8=	4=	Dentsu	Hitachi	0.1		0.1
10=	7=	DDB		0.0		0.0
10=	7=	JWT		0.0		0.0
10=	7=	Publicis		0.0		0.0
10=	7=	Saatchi and Saatchi		0.0		0.0
10=	7=	DraftFCB		0.0		0.0
10=	7=	M&C Saatchi		0.0		0.0
16	7=	Bates	Wyeth, Zonrox	0.1	Shell	(0.2)
17	17	Y&R		0.0	Bank of the Philippines Islands	(0.5)

Media New Business Scoreboard(Philippines) – Mar 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1=	1=	MEC	Wrigley	0.4		0.4
1=	1=	MediaCom	Election Campaigns	0.4		0.4
3	3=	OMD	ACS	0.3	Shangri-la Asia Pacific	0.3
4	3=	Mindshare	Bayer	0.3	Prulife UK	0.2
5=	5	PHD	Clark Education City, Red Bull, Holcim Cement	0.1		0.1
5=	6=	Maxus	Shangri-la Asia Pacific, Prulife UK	0.1		0.1
7=	6=	Universal McCann		0.0		0.0
7=	6=	Starcom MediaVest		0.0		0.0
7=	6=	MPG		0.0		0.0
7=	6=	Vizeum		0.0		0.0
7=	6=	Initiative		0.0		0.0
7=	6=	ZenithOpti media		0.0		0.0
7=	6=	Carat		0.0		0.0

CREATIVE AGENCIES

Fastest mover this month is Leo Burnett, who snapped Shell and McDonald's and shared the first place with McCann. Grey moved to the third position securing Electrolux and SM Investments. TBWA went to the fourth position securing Mister Donut and Avida

MEDIA AGENCIES

Unchanged positions amongst the top four, MEC and Mediacom maintained their top positions on the back of previous wins. OMD and Mindshare made up the top four, despite the Shangri-la and Purlife UK losses

METHODOLOGY

The R3 New Business League has been compiled each of the last 91 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.

