

Creative New Business League(Philippines) –Mar 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Lowe	Unilever, Allied Bank, Westmont Pharmaceutical	1.40		1.40
2	2	DDB	East-West Bank, World Wildlife Foundation, Primadonna	1.16		1.11
3	3	Grey Group	Boehringer Ingelheim, Philusa Corp.- Cleene Cleansing Spray and Babyflo	0.35		0.35
4	4	McCann WorldGroup	Benjamin Project, Nestle	0.32		0.32
5	10	TBWA	OB Montessori - Culinary, Del Monte - Pinejuice&Kitchenomics, Colgate Plax	0.28		0.28
6	7	Y&R	Yahoo! Southeast Asia, Rebisco International	0.22		0.22
7=	5=	JWT		0.20		0.20
7=	5=	BBDO	Blackberry Asia Pacific	0.20		0.20
9	11=	Euro RSCG		0.10		0.10
10	8=	Publicis	Hoopla, LG Digital Asia Pacific	0.07		0.07
11	8=	Saatchi and Saatchi	Lenovo Asia Pacific	0.05		0.05
12=	11=	Leo Burnett		0.00		0.00
12=	11=	DraftFCB		0.00		0.00
12=	11=	Dentsu		0.00		0.00
12=	11=	M&C Saatchi		0.00		0.00
12=	11=	Bates		0.00		0.00
17	17	Ogilvy		0.00	Yahoo! Southeast Asia	(0.09)

Media New Business League(Philippines) – Mar 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	Discovery Primea, Honda Cars	0.80		0.80
2	2	PHD	Davies Paint, Carrier Aircon, Hotels.com Asia Pacific	0.59		0.59
3	3	MPG	Canon Digital, Nestle Yoghurt Digital	0.15		0.15
4=	7=	Maxus	Nikon, ANA Airlines, Dragon Edge	0.12		0.12
4=	4	MediaCom	Thai Embassy, Lotte, Air Philippines	0.12		0.12
6	6	Carat		0.09		0.09
7	5	MEC	Fresh Bathroom Tissue, Wyeth Nutritionals, Starwood Hotels Asia Pacific	0.07		0.07
8	7=	Starcom MediaVest	Yahoo Asia Pacific	0.05		0.05
9=	7=	Mindshare		0.00		0.00
9=	7=	Vizeum		0.00		0.00
9=	7=	Initiative		0.00		0.00
9=	7=	Universal McCann		0.00		0.00
13	13	ZenithOpti media	American Standard	0.04		(0.08)

CREATIVE AGENCIES

Lowe maintained top spot on the back of previous wins, followed by DDB. Grey and McCann made up the rest of the top four.

MEDIA AGENCIES

OMD maintained top position on the back of Discovery Primea and Honda Cars wins. PHD stayed second, followed by MPG. Maxus was fastest mover this month, securing Nikon and ANA Airlines.

METHODOLOGY

The R3 New Business League has been compiled each of the last 103 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.

