

Creative New Business League(Philippines) – May 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Leo Burnett	Shell, McDonald's	1.2		1.2
2	2	McCann WorldGroup	Fort Bonifacio Development Corp, Pacific Online, Bank of the Philippines Islands	0.9		0.9
3	3	Grey Group	Galinco - Chips Delight, Electrolux, SM Investments	0.7		0.7
4=	4=	TBWA	Mister Donut, Avida, Safi datu Puti Pinoy Kurat	0.3		0.3
4=	4=	Lowe	Lemon Squares, Unilever Axe	0.3		0.3
4=	4=	Euro RSCG	Claritin, Citisec Online, Wellmade Manufacturing	0.3		0.3
7	7	BBDO	Aboitiz Power	0.2		0.2
8=	8=	Ogilvy	Rexona Digital, Siam Cement Group - Paper PR	0.1		0.1
8=	8=	Dentsu	Hitachi	0.1		0.1
10=	10=	DDB		0.0		0.0
10=	10=	JWT		0.0		0.0
10=	10=	Saatchi and Saatchi		0.0		0.0
10=	10=	DraftFCB		0.0		0.0
10=	10=	M&C Saatchi		0.0		0.0
15	15	Publicis		0.0		(0.1)
16	16	Bates	Wyeth, Zonrox	0.1	Shell	(0.2)
17	17	Y&R	JV Angeles Construction	0.1	Bank of the Philippines Islands	(0.5)

Media New Business Scoreboard(Philippines) – May 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	Maya Kitchen, Julie's Bakeshop, Zong Restaurant, Lesofat	0.6		0.6
2	2	MediaCom	Mega Fishing, Galingco	0.5		0.5
3	3	Mindshare	Goldilocks, Bayer	0.3	Prulife UK	0.3
4=	4	Maxus	Ajinomoto, Prulife UK	0.2		0.2
4=	7=	MPG	Sunsilk Digital, Citibank Cards Digital	0.2		0.2
6=	5=	PHD	Clark Education City, Red Bull, Holcim Cement	0.1		0.1
6=	5=	ZenithOptimedia	Moneygram	0.1		0.1
8=	7=	Starcom MediaVest		0.0		0.0
8=	7=	Vizeum		0.0		0.0
8=	7=	Initiative		0.0		0.0
8=	7=	Carat		0.0		0.0
12=	12=	OMD	ACS	0.3	Wrigley	(0.2)
12=	12=	Universal McCann		0.0	Ajinomoto, Moneygram	(0.2)

CREATIVE AGENCIES

A quiet month for Philippines, all agency ranks stayed the same

MEDIA AGENCIES

MEC, Mediacom and Mindshare maintained the top three positions. Fastest mover is MPG, who secured Sunsilk and Citibank Cards Digital business and shared the fourth place with Maxus.

METHODOLOGY

The R3 New Business League has been compiled each of the last 93 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.

