

Creative New Business League(Philippines) – Nov 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Euro RSCG	Betadine, Kopiko 3in1 coffee, Pueblo de Oro	1.9		1.9
2	3	DDB	Skype BTL Asia Pacific, HP TSG BTL Asia Pacific, InnoGen Pharma Group, Belo Medical - Outdoor	1.9		1.8
3	2	Ogilvy	Globe Telecom CRM, Fitness First, Manila Water Research	1.8		1.5
4	4	Y&R	Sunwest Properties, Cohen's Lifestyle Centre, Ayala Land - Santierra	1.1		1.1
5	5	BBDO	Unique Toothpaste, Krispy kreme, Philweb	0.8	Philam Plans	0.7
6	6	Grey Group	Kraft Foods - Cheez Wiz, GlaxoSmithKline - Synflorix	0.6		0.6
7	7	Leo Burnett	Philippine Airlines Global	0.4	Kelloggs Part Asia Pacific	0.3
8	8=	JWT	Kelloggs Asia Pacific, Greenfield	0.2		0.2
9=	8=	Publicis	BMW Southeast Asia, Growee	0.4	Nesvita Pro Digestion Yogurt	0.1
9=	8=	Bates	Kenny Rogers, Michelis Silver	0.1		0.1
11=	11=	Saatchi and Saatchi		0.0		0.0
11=	11=	DraftFCB		0.0		0.0
11=	11=	M&C Saatchi		0.0		0.0
11=	11=	TBWA		0.0		0.0
11=	11=	McCann WorldGroup	DPC Yellow Pages, ColdEase, San Marino, Mister Donut	0.7	UPS Asia Pacific	0.0
16	16	Lowe		0.0	Surf (Asia Pacific)	(0.5)

Media New Business Scoreboard(Philippines) – Nov2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Universal McCann	Duralite, Mega Sardines, Globe Telecom	1.7	Association of Convenience Stores	1.4
2	2	PHD	SM Supermalls, Skintech - Fiona cologne, Abbott, Western Union	1.3		1.3
3	3	MediaCom	P&G, Office of Sen.Chiz Escudero	1.2	Nokia	1.0
4	4	OMD	Vodafone Asia Pacific, Double A, Doña Maria	0.9		0.9
5	5=	Mindshare	Penshoppe, Association of Convenience Stores, Asua	0.8		0.7
6	5=	Maxus	Michelis Jewelry, Bountry Fresh, Toshiba, JP Morgan, ABC Milk	0.5		0.5
7	7	Starcom MediaVest	United Laboratories Digital, Golden Arches Convenience Digital	0.3	La Netro ZED	0.3
8	8	MEC	Singapore Airlines Global, Sony Life, Megaworld	0.2		0.2
9	9	MPG	Camaya	0.1	Swarovski Asia Pacific	0.1
10=	10=	Vizeum		0.0		0.0
10=	10=	Initiative		0.0		0.0
10=	12	ZenithOptimedia	Swarovski Asia Pacific, ISCI (Belo), Kenny Rogers, Pueblo de Oro	0.2	HP Asia Pacific	0.0
13	13	Carat	Nokia, Honda (Civic model)	0.5	P & G	(0.5)

CREATIVE AGENCIES

Euro RSCG maintained the top position securing Philippine AXA Life business this month, closely followed by DDB. Ogilvy also snapped several local business including Globe Telecom CRM, Fitness First and Manila Water Research.

MEDIA AGENCIES

A quiet month for media agencies, only Mindshare snapped Penshoppe business.

METHODOLOGY

The R3 New Business League has been compiled each of the last 87 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.

