

## Creative New Business League(Philippines) –Nov 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
<b>1</b>	<b>1</b>	<b>Leo Burnett</b>	Shell, McDonald's	1.7		1.7
<b>2</b>	<b>3=</b>	<b>McCann WorldGroup</b>	Coca-Cola (viral), Nestle (Kit Kat), General Mills & Food	1.5		1.5
<b>3</b>	<b>2</b>	<b>Grey Group</b>	Panadol, Dulcolax, Hotel Soffia - Fleuris	1.4		1.4
<b>4</b>	<b>3=</b>	<b>BBDO</b>	AsiaRooms.com, JNJ Baby, Aboitiz Power	1.2		1.2
<b>5</b>	<b>5</b>	<b>Ogilvy</b>	Unilab, KFC Twisters, Yingli Green Energy, SM SuperMalls	0.8	Panadol	0.8
<b>6=</b>	<b>6</b>	<b>TBWA</b>	AIP, PharmAsia, Taft Property	0.9	Nivea	0.6
<b>6=</b>	<b>8=</b>	<b>JWT</b>	Kraft	0.6		0.6
<b>8</b>	<b>7</b>	<b>Euro RSCG</b>	The Generics Pharmacy, Orchard Road Restaurant, Claritin	0.5		0.5
<b>9</b>	<b>10=</b>	<b>DraftFCB</b>	Nivea	0.3		0.3
<b>10</b>	<b>8=</b>	<b>Dentsu</b>	Hitachi	0.1		0.1
<b>11=</b>	<b>10=</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>11=</b>	<b>10=</b>	<b>M&amp;C Saatchi</b>		0.0		0.0
<b>13=</b>	<b>13</b>	<b>Publicis</b>	Bank of Philippines	0.1	Metrobank Institutional Campaign	(0.1)
<b>13=</b>	<b>15=</b>	<b>Y&amp;R</b>	Firefly Lights, JV Angeles Construction	0.4	Bank of the Philippines Islands	(0.1)
<b>15</b>	<b>14</b>	<b>Bates</b>	Wyeth, Zonrox	0.1	Shell	(0.2)
<b>16</b>	<b>15=</b>	<b>DDB</b>	Ciba Vision, Betadine, La Germania Appliances	0.3	Energizer	(0.3)
<b>17</b>	<b>17</b>	<b>Lowe</b>	Lemon Squares, Unilever Axe	0.3	JNJ Baby	(0.7)

## Media New Business League(Philippines) –Nov 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
<b>1</b>	<b>1</b>	<b>MEC</b>	PhilPlans, Pfizer-Wyeth, Maya Kitchen	1.4		1.4
<b>2=</b>	<b>2=</b>	<b>Carat</b>	Holcim, Asia Brewery, Phima	0.4		0.4
<b>2=</b>	<b>2=</b>	<b>Maxus</b>	Honda Motorcycles, Cemex Cements, Pru Life UK	0.4		0.4
<b>4=</b>	<b>6=</b>	<b>ZenithOptimedia</b>	Sanofi Aventis, Havaianas, Chips Delight	0.3		0.3
<b>4=</b>	<b>4=</b>	<b>Starcom MediaVest</b>	Liberty Broadcasting Network, Meralco	0.3		0.3
<b>4=</b>	<b>4=</b>	<b>Mindshare</b>	Goldilocks, Bayer	0.3	Astra	0.3
<b>7</b>	<b>6=</b>	<b>MPG</b>	Sunsilk Digital, Citibank Cards Digital	0.2		0.2
<b>8</b>	<b>8</b>	<b>PHD</b>	Red Bull, Pharm-Asia Cuevest, Clark Education City, Holcim Cement	0.1		0.1
<b>9=</b>	<b>9=</b>	<b>OMD</b>	AXA, Posh Properties	0.5	Wrigley	0.0
<b>9=</b>	<b>9=</b>	<b>Vizeum</b>		0.0		0.0
<b>9=</b>	<b>9=</b>	<b>Initiative</b>		0.0		0.0
<b>9=</b>	<b>12</b>	<b>MediaCom</b>	Mega Fishing, Galingco	0.5	Asia Brewery	0.0
<b>13</b>	<b>13</b>	<b>Universal McCann</b>		0.0	Meralco	(0.4)

### CREATIVE AGENCIES

Leo Burnett maintained top spot on the back of previous wins. McCann moved up to second through a range of wins. Grey and BBDO made up the rest of the top four.

### MEDIA AGENCIES

MEC maintained top spot this month, with the win of PhilPlans. Carat and Maxus shared second position. ZenithOptimedia secured Sanofi Aventis, and shared fourth place with Starcom and Mindshare.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 99 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.

