

Creative New Business League(Philippines) –November 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	Barrio Fiesta, Huawei Technologies, Armscor	3.09	Philips Asia Pacific	2.59
2	2	Lowe	Airphil Express, Filinvest Land, 7-Eleven, Alaska Milk CarnationWebsite	2.28	Enervon	2.48
3	4	BBDO	ExxonMobil Asia Pacific	1.31		1.31
4	5	Ogilvy	Philips Asia Pacific, Nestle NAN	1.40	Yahoo! Southeast Asia	1.26
5	6	Y&R	Global Restaurant Concepts, Metrobank Consumer Loans, Kia Sportage	0.85		0.85
6=	3	McCann WorldGroup	Bank of the Philippine Island, Elro Marketing, Unilever	1.27	ExxonMobil Asia Pacific	0.77
6=	7	Euro RSCG	Volvo (Arnold)	0.77		0.77
8	8	Grey Group	Republic Biscuits Campaign, 3M Campaign, Andoks Litson Campaign	0.65		0.65
9	9	JWT		0.23	Rimmel London Asia Pacific	0.18
10	10	Leo Burnett	Airphil Express	0.12		0.12
11	12	Publicis	Merck OTC Brands	0.47	Gran Matador Brandy	0.09
12	11	Saatchi and Saatchi	Invida Asia Pacific, Lenovo Asia Pacific	0.07		0.07
13=	14=	M&C Saatchi		0.00		0.00
13=	14=	Bates		0.00		0.00
15	15	Dentsu	Chelsea Football Club Southeast Asia	0.04		(0.02)
16	16	TBWA	Boehringer Extra, Ginebra San Miguel	0.39	Mars	(0.29)
17	17	DraftFCB		0.00	SC Johnson Asia Pacific	(1.50)

Media New Business League(Philippines) – November 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	OMRON Home Healthcare	1.61	ExxonMobil Asia Pacific	1.51
2	2	Starcom MediaVest	Mars and Wrigley SEA, Resorts World Manila, Terry S.A.	1.16		1.11
3	3	ZenithOptimedia	Zed, Emperador Distillers, Terry SA, Botikang Pinoy	1.40	Marriott International Asia Pacific	1.03
4	4	PHD	Sony Ericsson Asia Pacific	0.86	Gardenia	0.76
5	5	MediaCom	Revlon Asia Pacific, GE Lights	0.47		0.46
6	6	Maxus	SC Johnson Asia Pacific, Bel International, Kia Sportage, General Electric	0.42	GSK	0.30
7	8	Carat	Philips Asia Pacific	0.24		0.24
8	7	MPG	Bosch Brand Asia Pacific, Escada Asia Pacific	0.18		0.12
9=	9	Initiative	Clorox	0.05	Revlon Asia Pacific	0.00
9=	10	Vizeum		0.00		0.00
9=	11	Mindshare	ConAgra Foods, Samsonite	0.05	Terry SA	0.00
12	12	MEC	Manulife	0.29	Sony Ericsson Asia Pacific	(0.46)
13	13	Universal McCann	ExxonMobil Asia Pacific	0.29	SC Johnson Asia Pacific	(1.31)

CREATIVE AGENCIES

DDB stayed on top of the table, securing Barrio Fiesta, Huawei Technologies and Armscor. Lowe was a close second with Airphil Express win. BBDO and Ogilvy made up the rest of the top four.

MEDIA AGENCIES

OMD won OMRON Home Healthcare and stayed on top spot, followed by Starcom. ZenithOptimedia and PHD made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 11.1 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.

