

Creative New Business League(Philippines) –October 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	2	DDB	Pepsi Tropicana, Shangri-La Properties, Pure 'N Fresh	2.79		2.74
2	1	Lowe	Airphil Express, Filinvest Land, 7-Eleven, Alaska Milk CarnationWebsite	2.28	Enervon	2.48
3	3	McCann WorldGroup	Bank of the Philippine Island, Elro Marketing, Unilever	1.27		1.17
4	4	BBDO	SC Johnson Asia Pacific, Mars Asia Pacific, VISA Asia Pacific	0.91		0.91
5	6	Ogilvy	SunPower, Hershey's, Asian Institute of Management	0.99	Yahoo! Southeast Asia	0.85
6	5	Y&R	Global Restaurant Concepts, Metrobank Consumer Loans, Kia Sportage	0.85		0.85
7	8	Euro RSCG	Wilcon Builders, Maybank Cards	0.67		0.67
8	7	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	Saatchi and Saatchi	Invida Asia Pacific, Lenovo Asia Pacific	0.07		0.07
12	11	Publicis	Dolfenal, AKTV/PBA, P&G, Honda	0.42	Gran Matador Brandy	0.04
14=	14=	M&C Saatchi		0.00		0.00
14=	14=	Bates		0.00		0.00
15	16	Dentsu	Chelsea Football Club Southeast Asia	0.04		(0.02)
16	13	TBWA	Suyen Corporation, HBC, La Casa De Vanessa, Accendo Commercial	0.32	Dolfenal	(0.06)
17	17	DraftFCB		0.00	SC Johnson Asia Pacific	(1.50)

Media New Business League(Philippines) –October 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	Sony Asia Pacific, REX BookStore, Great Wall Motor Wingle & Hover	1.61		1.61
2	2	Starcom MediaVest	Mars and Wrigley SEA, Resorts World Manila, Terry S.A.	1.16		1.11
3	6	ZenithOptimedia	Zed, Emperador Distillers, Terry SA, Botikang Pinoy	1.40	Marriott International Asia Pacific	1.03
4	3	PHD	SC Johnson Asia Pacific, Welch's Grape Juice, Huawei, Cordia	0.81	Gardenia	0.71
5	4	MediaCom	Brothers International, Fly Ace, 7-Eleven, Thai Embassy	0.32		0.31
6	5	Maxus	SC Johnson Asia Pacific, Bel International, Kia Sportage, General Electric	0.42	GSK	0.30
7	7	MPG	Bosch Brand Asia Pacific, Escada Asia Pacific	0.18		0.12
8	8	Carat	Café France	0.11		0.11
9	9=	Initiative	Clorox	0.05		0.05
10	9=	Vizeum		0.00		0.00
11	11	Mindshare		0.00	Terry SA	(0.05)
12	13	MEC	Marriott International Asia Pacific, Gardenia, McCormick, Suzuki	0.27	Wrigley SEA	(0.43)
13	12	Universal McCann	Philex Mining, Moneygram, Inbisco Phils., American Eye Institute	0.19	SC Johnson Asia Pacific	(1.41)

CREATIVE AGENCIES

DDB moves to the top of the table through Tropicana win, along with picking up Shangri-La Properties and other big local wins. Lowe dropped to second spot. McCann and BBDO made up the rest of the top four.

MEDIA AGENCIES

OMD maintained on top spot on the back of strong Sony win, followed by Starcom. ZenithOptimedia was fastest mover this month with excellent confidential win. PHD made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 110 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.