

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

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (US\$m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (US\$m)</b>
<b>1=</b>	<b>1</b>	<b>Leo Burnett</b>	Shell, McDonald's	1.2		1.2
<b>1=</b>	<b>4</b>	<b>BBDO</b>	JNJ Baby, Aboitiz Power	1.2		1.2
<b>3</b>	<b>2=</b>	<b>McCann WorldGroup</b>	Papa Catsup, M. Lhuillier, Fort Bonifacio Development	1.0		1.0
<b>4</b>	<b>2=</b>	<b>Grey Group</b>	Hotel Soffia - Fleuris, Orient Capital Ventures	0.9		0.9
<b>5</b>	<b>5</b>	<b>Ogilvy</b>	KFC Twisters, Yingli Green Energy, SM SuperMalls	0.8		0.8
<b>6</b>	<b>6</b>	<b>TBWA</b>	Energizer, Boehringer Ingelheim, Tokyo Tokyo	0.7		0.7
<b>7</b>	<b>7</b>	<b>Euro RSCG</b>	Orchard Road Restaurant, Claritin, Citisec Online	0.3		0.3
<b>9=</b>	<b>8=</b>	<b>Dentsu</b>	Hitachi	0.1		0.1
<b>9=</b>	<b>8=</b>	<b>JWT</b>		0.1		0.1
<b>10=</b>	<b>10=</b>	<b>DDB</b>		0.0		0.0
<b>11=</b>	<b>10=</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>11=</b>	<b>10=</b>	<b>DraftFCB</b>		0.0		0.0
<b>11=</b>	<b>10=</b>	<b>M&amp;C Saatchi</b>		0.0		0.0
<b>14</b>	<b>14</b>	<b>Publicis</b>	Bank of Philippines	0.1	Metrobank Institutional	<b>(0.1)</b>
<b>15</b>	<b>15=</b>	<b>Bates</b>	Wyeth, Zonrox	0.1	Shell	<b>(0.2)</b>
<b>16</b>	<b>16</b>	<b>Y&amp;R</b>	JV Angeles Construction	0.2	Bank of the Philippines Islands	<b>(0.4)</b>
<b>17</b>	<b>15=</b>	<b>Lowe</b>	Lemon Squares, Unilever Axe	0.3	JNJ Baby	<b>(0.7)</b>

## Media New Business Scoreboard(Philippines) –Aug 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=	3	Maxus	Honda Motorcycles, Cemex Cements, Pru Life UK	0.4		0.4
2=	6=	Carat	Asia Brewery, Phima Property	0.4		0.4
4	4	Mindshare	Goldilocks, Bayer	0.3	Astra	0.3
5=	9=	Starcom MediaVest	Meralco	0.2		0.2
5=	5	MPG	Sunsilk Digital, Citibank Cards Digital	0.2		0.2
7=	6=	ZenithOpti media	Chips Delight, Moneygram	0.1		0.1
7=	6=	PHD	Pharm-Asia Cuevest, Clark Education City, Red Bull	0.1		0.1
9=	9=	Vizeum		0.0		0.0
9=	9=	Initiative		0.0		0.0
9=	2	MediaCom	Mega Fishing, Galingco	0.5	Asia Brewery	0.0
12	12	OMD	Posh Properties	0.3	Wrigley	(0.1)
13	13	Universal McCann		0.0	Ajinomoto, Moneygram	(0.2)

### CREATIVE AGENCIES

Leo Burnett shared the top position with BBDO, who secured J&J Baby through its global realignment. McCann moved to the third place, securing Papa Catsup and M. Lhuillier this month. Grey made up the top four.

### MEDIA AGENCIES

MEC still maintained the top position on the back of previous wins. Carat secured Asia Brewery and shared the second place with Maxus. Mindshare made up the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 96 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.

