

Creative New Business League(Philippines) – July 2010

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | Recent Wins | Estimated YTD Revenue (US\$m) | Recent Losses | Overall YTD Revenue (US\$m) |
|--------------------------------|--------------------------------|--------------------------------|--|--|------------------------------------|--|
| 1 | 1 | Leo Burnett | Shell, McDonald's | 1.2 | | 1.2 |
| 2= | 2= | McCann WorldGroup | Fort Bonifacio Development Corp, Pacific Online | 0.9 | | 0.9 |
| 2= | 2= | Grey Group | Hotel Soffia - Fleuris, Orient Capital Ventures | 0.9 | | 0.9 |
| 4 | 7 | BBDO | JNJ Baby, Aboitiz Power | 0.7 | | 0.7 |
| 5 | 8= | Ogilvy | Yingli Green Energy, SM SuperMalls, Unilab, AccuMaps | 0.6 | | 0.6 |
| 6 | 4 | TBWA | Bohringer Ingelheim, Metrobank Institutional Campaign | 0.5 | | 0.5 |
| 7 | 5= | Euro RSCG | Orchard Road Restaurant, Claritin, Citisec Online | 0.3 | | 0.3 |
| 8= | 8= | Dentsu | Hitachi | 0.1 | | 0.1 |
| 8= | 10= | JWT | | 0.0 | | 0.0 |
| 10= | 10= | DDB | | 0.0 | | 0.0 |
| 10= | 10= | Saatchi and Saatchi | | 0.0 | | 0.0 |
| 10= | 10= | DraftFCB | | 0.0 | | 0.0 |
| 10= | 10= | M&C Saatchi | | 0.0 | | 0.0 |
| 14 | 15= | Publicis | Bank of Philippines | 0.1 | Metrobank Institutional | (0.1) |
| 15= | 5= | Lowe | Lemon Squares, Unilever Axe | 0.3 | JNJ Baby | (0.2) |
| 15= | 15= | Bates | Wyeth, Zonrox | 0.1 | Shell | (0.2) |
| 17 | 17 | Y&R | JV Angeles Construction | 0.1 | Bank of the Philippines Islands | (0.5) |

Media New Business Scoreboard(Philippines) – July 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 | 2 | MediaCom | Mega Fishing, Galingco | 0.5 | | 0.5 |
| 3 | 3 | Maxus | Honda Motorcycles, Cemex Cements, Pru Life UK | 0.4 | | 0.4 |
| 4 | 4 | Mindshare | Goldilocks, Bayer | 0.3 | Astra | 0.3 |
| 5 | 5 | MPG | Sunsilk Digital, Citibank Cards Digital | 0.2 | | 0.2 |
| 6= | 6= | PHD | Pharm-Asia Cuevest, Clark Education City, Red Bull | 0.1 | | 0.1 |
| 6= | 6= | ZenithOpti media | Chips Delight, Moneygram | 0.1 | | 0.1 |
| 6= | 6= | Carat | Phima Property | 0.1 | | 0.1 |
| 9= | 9= | Starcom MediaVest | | 0.0 | | 0.0 |
| 9= | 9= | Vizeum | | 0.0 | | 0.0 |
| 9= | 9= | Initiative | | 0.0 | | 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, McCann and Grey maintained the top positions on the back of previous wins. Fastest mover is BBDO who snapped JNJ baby account

MEDIA AGENCIES

A quiet month for Philippines, all agency ranks stayed the same.

METHODOLOGY

The R3 New Business League has been compiled each of the last 95 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.

