

Creative New Business League(Philippines) – June 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=	3	Grey Group	Hotel Soffia - Fleuris, Orient Capital Ventures	0.9		0.9
4	4=	TBWA	Metrobank Institutional Campaign, Tokyo Tokyo	0.5		0.5
5=	4=	Euro RSCG	Orchard Road Restaurant, Claritin, Citisec Online	0.3		0.3
5=	4=	Lowe	Lemon Squares, Unilever Axe	0.3		0.3
7	7	BBDO	Aboitiz Power	0.2		0.2
8=	8=	Ogilvy	Rexona Digital, Siam Cement Group - Paper PR	0.1		0.1
8=	8=	Dentsu	Hitachi	0.1		0.1
10=	10=	DDB		0.0		0.0
10=	10=	JWT		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
15=	15	Publicis		0.0	Metrobank Institutional	(0.2)
15=	16	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) –June 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	4=	Maxus	Honda Motorcycles, Cemex Cements, Pru Life UK	0.4		0.4
4	3	Mindshare	Goldilocks, Bayer	0.3	Prulife UK	0.3
5	4=	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=	8=	Carat	Phima Property	0.1		0.1
9=	8=	Starcom MediaVest		0.0		0.0
9=	8=	Vizeum		0.0		0.0
9=	8=	Initiative		0.0		0.0
12	12=	OMD	Posh Properties	0.3	Wrigley	(0.1)
13	12=	Universal McCann		0.0	Ajinomoto, Moneygram	(0.2)

CREATIVE AGENCIES

Leo Burnett maintained the top position on the back of previous wins. Grey secured Hotel Soffia and Orient Capital Ventures businesses, and shared the second place with McCann. TBWA also snapped several wins and made up the top four

MEDIA AGENCIES

GroupM agencies still maintained the top four positions. Among them, Maxus shifted the place with Mindshare after securing Honda Motorcycles and other businesses.

METHODOLOGY

The R3 New Business League has been compiled each of the last 94 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.

