

Creative New Business League(Philippines) – Sep 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
1=	1=	BBDO	JNJ Baby, Aboitiz Power	1.2		1.2
3	3	McCann WorldGroup	Papa Catsup, M. Lhuillier, Fort Bonifacio Development	1.1		1.1
4	4	Grey Group	Hotel Soffia - Fleuris, Orient Capital Ventures - Mega Sports World	0.9		0.9
5	5	Ogilvy	Unilab, KFC Twisters, Yingli Green Energy, SM SuperMalls	0.8		0.8
6	6	TBWA	Energizer, Boehringer Ingelheim, Tokyo Tokyo	0.7		0.7
7	7	Euro RSCG	Orchard Road Restaurant, Claritin, Citisec Online	0.4		0.4
8	8	DDB	Betadine, La Germania Appliances	0.3	Energizer	0.2
9=	9=	Dentsu	Hitachi	0.1		0.1
9=	9=	JWT		0.1		0.1
11=	11=	Saatchi and Saatchi		0.0		0.0
11=	11=	DraftFCB		0.0		0.0
11=	11=	M&C Saatchi		0.0		0.0
14	14	Publicis	Bank of Philippines	0.1	Metrobank Institutional Campaign	(0.1)
15	15	Bates	Wyeth, Zonrox	0.1	Shell	(0.2)
16	16	Y&R	FIREFLY LIGHTS, JV Angeles Construction	0.2	Bank of the Philippines Islands	(0.3)
17	17	Lowe	Lemon Squares, Unilever Axe	0.3	JNJ Baby	(0.7)

Media New Business Scoreboard(Philippines) –Sep 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	Pfizer-Wyeth, Maya Kitchen, Julie's Bakeshop, Zong Restaurant	1.4		1.4
2=	2=	Maxus	Honda Motorcycles, Cemex Cements, Pru Life UK	0.4		0.4
2=	2=	Carat	Holcim, Asia Brewery, Phima Property	0.4		0.4
4	4	Mindshare	Goldilocks, Bayer	0.3	Astra	0.3
5=	7=	ZenithOptimedia	Havaianas, Chips Delight, Moneygram	0.2		0.2
5=	5=	Starcom MediaVest	Meralco	0.2		0.2
5=	5=	MPG	Sunsilk Digital, Citibank Cards Digital	0.2		0.2
8	7=	PHD	Red Bull, Pharm-Asia Cuevest, Clark Education City, Holcim Cement	0.1		0.1
9=	12	OMD	AXA, Posh Properties	0.5	Wrigley	0.0
9=	9=	Vizeum		0.0		0.0
9=	9=	Initiative		0.0		0.0
12	9=	MediaCom	Mega Fishing, Galingco	0.5	Asia Brewery	(0.0)
13	13	Universal McCann		0.0	Ajinomoto, Moneygram	(0.2)

CREATIVE AGENCIES

Leo Burnett shared the top position with BBDO on the back of previous wins. McCann and Grey stayed on the third and fourth place.

MEDIA AGENCIES

MEC still maintained the top position with new win Pfizer-Wyeth, which is the biggest win this month. Maxus shared the second place with Carat. Mindshare stayed on the fourth.

METHODOLOGY

The R3 New Business League has been compiled each of the last 97 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.

