

## Creative New Business League(Philippines) –September 2011

<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>2</b>	<b>DDB</b>	Philippines Airlines, Pascual Laboratories, Asia Pacific	2.44		2.39
<b>2</b>	<b>1</b>	<b>Lowe</b>	Airphil Express, Filinvest Land, 7-Eleven, Alaska Milk CarnationWebsite	2.28	Enervon	2.08
<b>3</b>	<b>6</b>	<b>McCann WorldGroup</b>	Bank of the Philippine Island, Elro Marketing, Unilever	1.27		1.17
<b>4</b>	<b>3</b>	<b>BBDO</b>	SC Johnson Asia Pacific, Mars Asia Pacific, VISA Asia Pacific	0.91		0.91
<b>5</b>	<b>5</b>	<b>Y&amp;R</b>	Global Restaurant Concepts, Metrobank Consumer Loans, Kia Sportage	0.85		0.85
<b>6</b>	<b>4</b>	<b>Ogilvy</b>	UnionBank, SC Johnson Asia Pacific, Goodyear, HuaWei	0.97	Yahoo! Southeast Asia	0.83
<b>7</b>	<b>7</b>	<b>Grey Group</b>	Republic Biscuits Campaign, 3M Campaign, Andoks Litson Campaign	0.65		0.65
<b>8</b>	<b>8</b>	<b>Euro RSCG</b>	Bosch Brand Asia Pacific	0.63		0.63
<b>9</b>	<b>9</b>	<b>JWT</b>		0.23	Rimmel London Asia Pacific	0.18
<b>10</b>	<b>10=</b>	<b>Leo Burnett</b>	Airphil Express	0.12		0.12
<b>11</b>	<b>10=</b>	<b>Publicis</b>	AKTV/PBA, P&G, Honda	0.35	Manila Electric Company	0.11
<b>12</b>	<b>12</b>	<b>Saatchi and Saatchi</b>	Invida Asia Pacific, Lenovo Asia Pacific	0.07		0.07
<b>13</b>	<b>14</b>	<b>TBWA</b>	Suyen Corporation, HBC, La Casa De Vanessa, Accendo Commercial	0.32	Splash Corporation	0.01
<b>14=</b>	<b>15=</b>	<b>M&amp;C Saatchi</b>		0.00		0.00
<b>14=</b>	<b>15=</b>	<b>Bates</b>		0.00		0.00
<b>16</b>	<b>13</b>	<b>Dentsu</b>	Chelsea Football Club Southeast Asia	0.04		(0.02)
<b>17</b>	<b>17</b>	<b>DraftFCB</b>		0.00	SC Johnson Asia Pacific	(1.50)

# Media New Business League(Philippines) –September 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
<b>1</b>	<b>1</b>	<b>OMD</b>	Sony Asia Pacific, REX BookStore, Great Wall Motor Wingle & Hover	1.61		1.61
<b>2</b>	<b>5</b>	<b>Starcom MediaVest</b>	Mars and Wrigley SEA, Resorts World Manila, Terry S.A.	1.16		1.16
<b>3</b>	<b>2</b>	<b>PHD</b>	SC Johnson Asia Pacific, Welch's Grape Juice, Huawei, Cordia	0.81		0.81
<b>4</b>	<b>3</b>	<b>MediaCom</b>	Brothers International, Fly Ace, 7-Eleven, Thai Embassy	0.32		0.31
<b>5</b>	<b>4</b>	<b>Maxus</b>	SC Johnson Asia Pacific, Bel International, Kia Sportage, General Electric	0.42	GSK	0.30
<b>6</b>	<b>6</b>	<b>ZenithOptimedia</b>	Zed, Emperador Distillers, Terry SA, Botikang Pinoy	0.40	Bel International	0.13
<b>7</b>	<b>7</b>	<b>MPG</b>	Bosch Brand Asia Pacific, Escada Asia Pacific	0.18		0.12
<b>8</b>	<b>8</b>	<b>Carat</b>	Café France	0.11		0.11
<b>9=</b>	<b>9=</b>	<b>Vizeum</b>		0.00		0.00
<b>9=</b>	<b>9=</b>	<b>Initiative</b>		0.00		0.00
<b>11</b>	<b>11</b>	<b>Mindshare</b>		0.00	Terry SA	(0.05)
<b>12</b>	<b>13</b>	<b>Universal McCann</b>	Philex Mining, Moneygram, Inbisco Phils., American Eye Institute	0.19	SC Johnson Asia Pacific	(0.41)
<b>13</b>	<b>12</b>	<b>MEC</b>	McCormick, Suzuki Motors, Fresh Bathroom Tissue, Wyeth Nutritionals	0.12	Wrigley SEA	(0.58)

## CREATIVE AGENCIES

Lowe stayed on top spot, followed by DDB. McCann was fastest mover this month, winning Bank of the Philippine Island, Elro Marketing and Unilever. BBDO made up the rest of the top four.

## MEDIA AGENCIES

OMD maintained on top spot on the back of previous wins. Starcom won strong Mars and Wrigley SEA new business, and jumped to second. PHD and MediaCom made up the rest of the top four.

## METHODOLOGY

The R3 New Business League has been compiled each of the last 109 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.