

## Creative New Business League(Philippines) –Jun 2012

<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>McCann WorldGroup</b>	BDO, Globe Business, Isuzu Philippines	3.46	Ferrero SEA	2.96
<b>2</b>	<b>2</b>	<b>DDB</b>	Huawei, PSBank, PLDT PR	1.92	Philips Asia Pacific	1.41
<b>3</b>	<b>3</b>	<b>Leo Burnett</b>	The Coca-Cola Export Corporation, Indofoods	0.98		0.98
<b>4</b>	<b>6</b>	<b>Grey Group</b>	Ferrero SEA, Pfizer Advocacy Projects, Digitel Mobile Sun Cellular Projects	0.93	SM Supermalls	0.84
<b>5</b>	<b>16</b>	<b>Lowe</b>	Axe Project, Unilab pH Care, Unilever Surf Paradise Digital Campaign	1.02		0.53
<b>6</b>	<b>8</b>	<b>BBDO</b>	Department of Tourism Digital, Kearny Alliance, Intel	0.52		0.52
<b>7</b>	<b>4</b>	<b>Ogilvy</b>	Unilab, Singapore Tourism Board, Red Bull	0.50		0.50
<b>8</b>	<b>5</b>	<b>Publicis</b>	Silverworks, Maldita, Nestle Vevey	0.49		0.49
<b>9</b>	<b>7</b>	<b>Y&amp;R</b>	Inbisco Energen Cereal, Avon, Century Corporation	0.36		0.36
<b>10</b>	<b>9</b>	<b>JWT</b>	Del Monte Fit N' Right	0.23		0.17
<b>11</b>	<b>10</b>	<b>DraftFCB</b>	Solaire Manila Project, Asia Brewery, Cairo Food Industries Heinz Project	0.03		0.03
<b>12=</b>	<b>11=</b>	<b>Euro RSCG</b>		0.00		0.00
<b>12=</b>	<b>11=</b>	<b>Bates</b>		0.00		0.00
<b>12=</b>	<b>11=</b>	<b>Saatchi and Saatchi</b>		0.00		0.00
<b>12=</b>	<b>11=</b>	<b>M&amp;C Saatchi</b>		0.00		0.00
<b>12=</b>	<b>11=</b>	<b>Dentsu</b>		0.00		0.00
<b>17</b>	<b>17</b>	<b>TBWA</b>	Alaska Milk Alpine	0.02	Pacific Meat Company Argentina Corned Beef	<b>(0.30)</b>

## Media New Business League(Philippines) –Jun 2012

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>Carat</b>	Tanduay Distillers, Philippine Airlines, 7-ELEVEn	1.08		1.05
<b>2</b>	<b>4</b>	<b>ZenithOptimedia</b>	Henkel, JV Ejercito Political Candidate Project, Ayala Land	0.56		0.56
<b>3</b>	<b>2</b>	<b>Starcom MediaVest</b>	Metrobank Group of Companies	0.38		0.38
<b>4</b>	<b>3</b>	<b>PHD</b>	Carrascal Mining, SC Johnson	0.33		0.33
<b>5</b>	<b>5</b>	<b>Maxus</b>	Estee Lauder, Shang Properties, Inbisco Kopiko	0.27		0.27
<b>6</b>	<b>6</b>	<b>Vizeum</b>	Insular Life, Cashcashpinoy	0.26		0.26
<b>7</b>	<b>8</b>	<b>OMD</b>	Bel Cheese, Monheim, Monster	0.21		0.21
<b>8</b>	<b>7</b>	<b>Universal McCann</b>	Deutsche Motorgerate, Isuzu Philippines Project, JS Unitrade EQ Diapers	0.37	Inbisco Kopiko	0.19
<b>9=</b>	<b>10=</b>	<b>MPG</b>		0.00		0.00
<b>9=</b>	<b>10=</b>	<b>Initiative</b>		0.00		0.00
<b>9=</b>	<b>10=</b>	<b>Mindshare</b>		0.00		0.00
<b>12</b>	<b>9</b>	<b>MEC</b>	Tomato Watches, Leslie Snack Clover Chips, Bostik Vulcaseal	0.10	Henkel	(0.17)
<b>13</b>	<b>13</b>	<b>MediaCom</b>		0.00	Metrobank Group of Companies	(1.45)

### METHODOLOGY

The R3 New Business League has been compiled each of the last 118 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.

