



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Sep 2016

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	2	TBWA	Acecook(Digital), Pepsico Project, Mead Johnson Project	1.15	Desperados	1.11	24
2	1	Cheil	Food Client	0.98		0.98	4
3	5	Ogilvy	Minute Maid, Sabeco, Huawei, Nutriboost, Eucerin	1.23	Parkson	0.93	7
4	4	Saatchi & Saatchi	FWD Insurance Project, Acecook, Habeco Project	0.84		0.84	13
5	3	Dentsu	Tan Hiep Phat, Honda Project	0.68		0.68	11
6	6	DDB	Jollibee, Saigon Special Project, Red Boat Fish Sauce Project	0.56		0.56	13
7	7	Leo Burnett	Samsung project, Real Estate Project	0.36		0.36	4
8	8	Y&R	Parkson	0.30		0.30	1
9	9	BBDO	MetLife	0.20		0.20	1
10	10	J Walter Thompson	Unicharm Project, Wipro Unza Project, Navigos Group Project	0.16		0.16	4
11	11	Grey Group		0.00		0.00	0
12	12	Bates		0.00		0.00	0
13	13	Publicis		0.00		0.00	0
14	14	Havas Worldwide		0.00		0.00	0
15	15	FCB		0.00		0.00	0
16	16	Mullen Lowe		0.00		0.00	0
						6.1	82

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Sep 2016

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	MEC	Masan (Digital), Bel, Grab, Perfetti Van Melle, 3 Mien, Traveloka	2.3		1.81	10
2	2	Dat Viet VAC Media	Gia Vien Project, Masan (Buying), Vinamilk (Buying)	1.8		1.78	3
3	3	OMD	Panzani, Carlsberg Brands, Chotot, Vinamilk (Buying), SCG Project	1.7		1.70	9
4	4	MediaCom	Masan (Planning), Naver	1.4		1.38	3
5	5	TKL Media	Liwayway, Collami, Berjaya Group, United International Pharma	0.6		0.47	4
6	6	Dentsu Media	Food Client	0.7	Carlsberg Brands	0.42	12
7	14	Mindshare	Food Client	0.5	Chotot	0.38	1
8	7	PHD	Otsuka Thang Nutrition (Pocari Sweat), Dien May Xanh, Beko	0.3		0.31	3
9	8	Vizeum	Manulife	0.1		0.05	1
10	9	Havas Media	GoBear, MOTUL(Digital)	0.1		0.04	2
11	10=	Carat	Alcohol Client	0.0		0.03	2
12=	10=	Initiative		0.0		0.00	0
12=	10=	Maxus		0.0		0.00	0
12=	10=	Starcom		0.0		0.00	0
12=	15	Zenith	Nestle, Masan(Planning)	1.8	Masan (Digital)	0.00	2
						8.4	52

### METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by 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.