

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / June 2018

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	BBD0	Verisign Project, 7Up (Suntory PepsiCo) Project, DJI Global	1.10	Campbell Soup	0.90	3
2	2	DDB	Jolco Project, Amcham Project, Vietlott Big Lottery Project	0.87		0.87	7
3-	3=	Saatchi & Saatchi	Mytel - Viettel Project	0.30		0.30	2
3-	3=	J Walter Thompson	ARISTON THERMO, Nikon Digital	0.30		0.30	3
5	5	Dentsu	FMCG Clinet	0.28		0.28	4
6	6	Grey Group	Generali	0.20		0.20	1
7-	7=	Publicis		0.08		0.08	1
7-	7=	Leo Burnett		0.08		0.08	1
7-	7=	Ogilvy		0.00		0.00	0
7-	7=	FCB		0.00		0.00	0
7-	7=	Bates		0.00		0.00	0
7-	7=	Cheil		0.00		0.00	0
7-	7=	Havas Worldwide		0.00		0.00	0
7-	7=	MullenLowe Group		0.00		0.00	0
7-	7=	TBWA		0.00		0.00	0
7-	7=	Y&R		0.00		0.00	0
						3.0	22

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / June 2018

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	Wavemaker	Asia Foods/GauDo, Pho24, Huawei	1.6	Campbell Soup	1.42	12
2	2	Carat	Microsoft	0.5	adidas Global Buying	0.33	1
3	8=	Havas Media	Marico	0.3		0.25	1
4	3	PHD	HSBC, Betagen, Bluestone Project	0.3	HBO	0.25	3
5	6	Initiative	Revlon Global	0.1		0.13	2
6	4	dentsu X	Bose	0.1		0.12	4
7	5	Starcom	Campbell Soup	0.1		0.10	1
8	7	MediaCom	Bose, adidas Buying, Hilton Global,	0.2	Revlon Global	0.08	3
9-	8=	OMD		0.0		0.00	0
9-	8=	DatViet Media		0.0		0.00	0
9-	8=	Zenith		0.0		0.00	0
9-	8=	Vizeum		0.0		0.00	0
13	8=	Dat Viet VAC Media		0.0	Marico	-0.25	0
14	14	Mindshare		0.0	HSBC	-0.25	0
15	15	TKL Media		0.0	Asia Foods/GauDo	-0.38	0
						1.8	27

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 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.