



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Apr 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	Cheil	Food Client	0.98		0.98	4
2	7=	Y&R	Parkson	0.30		0.30	1
3	2	Dentsu	Auto Client Project	0.25		0.25	4
4	4	TBWA	Pepsico Project, Mead Johnson Project, Vinamilk Project	0.25		0.21	6
5	3	BBDO	MetLife	0.20		0.20	1
6	5	DDB	Jollibee, Saigon Special Project, Novaland - Madison Project	0.18		0.18	4
7	6	Saatchi & Saatchi	Desperados Project, Thanh Do Project	0.07		0.07	2
8-	7=	Leo Burnett		0.00		0.00	0
8-	7=	J Walter Thompson		0.00		0.00	0
8-	7=	Grey Group		0.00		0.00	0
8-	7=	Bates		0.00		0.00	0
8-	7=	Publicis		0.00		0.00	0
8-	7=	Havas Worldwide		0.00		0.00	0
8-	7=	FCB		0.00		0.00	0
8-	7=	Mullen Lowe		0.00		0.00	0
16	7=	Ogilvy		0.00	Parkson	-0.30	0
						1.9	22

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Apr 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, DKSH (Effralgan, UpsaC), CJ Group	1.8		1.78	4
2	3	Dat Viet VAC Media	Masan (Buying), Vinamilk (Buying)	1.8		1.75	2
3	4	OMD	Panzani, Carlsberg Brands, Chotot, Vinamilk (Buying)	1.6		1.55	8
4	2	MediaCom	Masan (Planning), Naver	1.4		1.38	3
5	5	TKL Media	Liwayway, Collami, Berjaya Group, United International Pharma	0.6		0.57	4
6	7=	Dentsu Media	Food Client	0.6	Carlsberg Brands	0.39	9
7	6	PHD	Otsuka Thang Nutrition (Pocari Sweat)	0.2		0.15	1
8-	7=	Vizeum		0.0		0.00	0
8-	7=	Starcom		0.0		0.00	0
8-	7=	Carat		0.0		0.00	0
8-	7=	Initiative		0.0		0.00	0
8-	7=	Havas Media		0.0		0.00	0
8-	7=	Maxus		0.0		0.00	0
14	7=	Mindshare		0.0	Chotot	-0.13	0
15	15	Zenith		0.0	Masan (Digital)	-1.75	0
						5.7	31

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.