



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Apr 2017

| 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 | Saatchi & Saatchi | Vinamilk Yogurt Project, Hop Nhat Project, Masan Project | 1.11 | | 1.11 | 9 |
| 2 | 2 | Leo Burnett | URC Project, Samsung Project, Big C Project | 0.48 | | 0.48 | 6 |
| 3 | 3 | Publicis | Mondelez - Solite Project | 0.07 | | 0.07 | 1 |
| 4 | 4 | DDB | Vinamilk Optimum Project, Vinamilk Fresh Milk Project, | 0.05 | | 0.05 | 2 |
| 5 | 5= | Ogilvy | Finance Client | 0.04 | | 0.04 | 1 |
| 6- | 5= | Bates | | 0.00 | | 0.00 | 0 |
| 6- | 5= | BBDO | | 0.00 | | 0.00 | 0 |
| 6- | 5= | Cheil | | 0.00 | | 0.00 | 0 |
| 6- | 5= | Dentsu | | 0.00 | | 0.00 | 0 |
| 6- | 5= | FCB | | 0.00 | | 0.00 | 0 |
| 6- | 5= | Grey Group | | 0.00 | | 0.00 | 0 |
| 6- | 5= | Havas Worldwide | | 0.00 | | 0.00 | 0 |
| 6- | 5= | J Walter Thompson | | 0.00 | | 0.00 | 0 |
| 6- | 5= | MullenLowe Group | | 0.00 | | 0.00 | 0 |
| 6- | 5= | TBWA | | 0.00 | | 0.00 | 0 |
| 6- | 5= | Y&R | | 0.00 | | 0.00 | 0 |
| | | | | | | 1.7 | 19 |

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Apr 2017

| 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 | Havas Media | Vietlot, Dragon Park | 0.8 | | 0.83 | 5 |
| 2 | 1 | OMD | Vinamilk | 0.4 | | 0.35 | 2 |
| 3 | 3 | MediaCom | Uber, Masan | 0.3 | | 0.25 | 2 |
| 4 | 5= | Zenith | L'Oreal Digital and Search | 0.2 | | 0.18 | 1 |
| 5 | 5= | MEC | MundiPharma, Chanel, DKSH | 0.1 | | 0.14 | 4 |
| 6 | 4 | PHD | HP(Digital), Trafaco (Cebraton) Project | 0.1 | | 0.06 | 2 |
| 7- | 5= | Carat | | 0.0 | | 0.00 | 0 |
| 7- | 5= | Dat Viet VAC Media | | 0.0 | | 0.00 | 0 |
| 7- | 5= | Dentsu Media | | 0.0 | | 0.00 | 0 |
| 7- | 5= | Initiative | | 0.0 | | 0.00 | 0 |
| 7- | 5= | Maxus | | 0.0 | | 0.00 | 0 |
| 7- | 5= | Mindshare | | 0.0 | | 0.00 | 0 |
| 7- | 5= | Starcom | | 0.0 | | 0.00 | 0 |
| 7- | 5= | Vizeum | | 0.0 | | 0.00 | 0 |
| 15 | 5= | TKL Media | | 0.0 | MundiPharma | -0.08 | 0 |
| | | | | | | 1.7 | 16 |

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.