

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Dec 2015

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	Leo Burnett	Samsung Project, Super Curved TV Project, Mondelez Project	2.52	FrieslandCampina YoMost	2.50	11
2	2	Dentsu	Toyota Project, VIB bank Project, Kinh Do Tet Project	2.45	Pharmaceutical Client	2.37	35
3	3	J Walter Thompson	ASUS Global, Vietnam Satellite Digital Television Project	1.03		1.03	8
4	4	Ogilvy	Vingroup Project, ANCO Project	1.22	Viettel Project	0.88	10
5	5	Y&R	Coca Cola Project, Bel - The Laughing Cow, Nutifood Project	0.75		0.75	4
6	6	DDB	Saigon Special Project, Jollibee Project, Phenikaa, TP Bank Project	0.50		0.50	8
7	7	Grey Group	Vingroup Project	0.42		0.41	6
8	8	TBWA	Abbott Project, Aeonmall Project	0.39		0.37	23
9	9	BBDO	Education Client	0.07		0.07	2
10=	10=	Saatchi & Saatchi		0.00		0.00	0
10=	10=	Bates		0.00		0.00	0
10=	10=	Publicis		0.00		0.00	0
10=	10=	Havas Worldwide		0.00		0.00	0
10=	10=	FCB		0.00		0.00	0
15	15	Mullen Lowe	FrieslandCampina YoMost, Knorr Project, Viettel Project	0.19	Bel - The Laughing Cow	-0.42	11
						8.5	118

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Dec 2015

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	Mindshare	Unilever, Pizza Hut, Charoen Porkphand Group	1.2		1.20	3
2	2	Vizeum	FMCG Client	0.5		0.52	2
3	3	PHD	SC Johnson(Planning), Unilever(Search)	0.4		0.37	4
4	4	MEC	Masan, Orion	0.3		0.18	3
5	8	Starcom MediaVest	Etihad Airways Partners	0.2		0.15	2
6	5	Carat	JetStar,Garnier Men, Dulux, Fisherman's Friend	0.1		0.14	7
7	6	Dentsu Media	Nissin Project, Acecook Project	0.1		0.11	7
8	7	ZenithOptimedia	Lazada, Masan(Digital), Mead Johnson(SEO), UNZA(buying)	0.3	Masan	0.08	5
9-	9=	Initiative		0.0		0.00	0
9-	9=	Havas Media		0.0		0.00	0
11	12	MediaCom		0.0	Etihad Airways Partners	-0.05	0
12	13	Maxus		0.0	SC Johnson(buying)	-0.30	0
13	9=	OMD		0.0		-0.50	0
						1.9	33

METHODOLOGY

The R3 New Business League has been compiled each of the last 160 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 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 for clients across the region.

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