

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Dec 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	TBWA	Vinamilk Project, Mobifone Project, FH Bose Project	1.92	Desperados	1.88	38
2	2	Saatchi & Saatchi	Nestle Project, Sungroup Project, VIB Project	1.83		1.83	21
3	3	Ogilvy	Merck Project, Minute Maid, Sabeco, Huawei, Nutriboost, Eucerin	1.30	Parkson	1.00	8
4	4	Cheil	Food Client	0.98		0.98	4
5	5	Dentsu	Tan Hiep Phat, Honda Project	0.81		0.81	13
6	6	DDB	Hazeline, URC Project, Moneygram Project, Lipton Project	0.56		0.56	17
7	7	Leo Burnett	Samsung project, Real Estate Project	0.36		0.36	4
8	8	Grey Group	FMCG Client	0.35		0.35	18
9	9	Y&R	Parkson	0.30		0.30	1
10	10	BBDO	MetLife	0.20		0.20	1
11	11	J Walter Thompson	Vinatapa Project, Unicharm Project, Wipro Unza Project	0.17		0.17	5
12=	12=	Bates		0.00		0.00	0
12=	12=	Havas Worldwide		0.00		0.00	0
12=	12=	FCB		0.00		0.00	0
12=	12=	Mullen Lowe		0.00		0.00	0
16	16	Publicis		0.00		-0.05	0
						8.4	130

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Dec 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	Chang Beer, Betadine, Michelin(Social Media), Red Bull	2.7	Masan	2.18	19
2	5	Mindshare	FrieslandCampina, FWD Insurance, Dien May Xanh	2.2	Chotot	2.08	4
3	2	Dat Viet VAC Media	Electrolux Project, Gia Vien Project, Masan (Buying), Vinamilk (Buying)	1.9		1.93	4
4	3	OMD	Kotra Pharma, Pandora(Social Media), Panzani, Carlsberg Brands	1.9		1.90	11
5	4	MediaCom	Masan (Planning), Naver	1.4		1.38	3
6	12=	Starcom	Mars (Media Buying)	1.0		1.00	1
7	6	Dentsu Media	Food Client	0.7	Carlsberg Brands	0.42	15
8	7	PHD	Otsuka Thang Nutrition (Pocari Sweat), Dien May Xanh, Beko	0.3		0.31	3
9	8	Zenith	21st Century Fox, Nestle, Masan(Planning)	2.0	Masan (Digital)	0.23	3
10	9	Vizeum	Manulife	0.1		0.05	1
11=	10=	Carat	Alcohol Client	0.0		0.04	4
11=	10=	Havas Media	GoBear, MOTUL(Digital)	0.1		0.04	2
13=	12=	Initiative		0.0		0.00	0
13=	12=	Maxus		0.0		0.00	0
15	15	TKL Media	Liwayway, Collami, Berjaya Group, United International Pharma	0.6	Betadine	-0.01	4
						11.5	74

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.