



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Feb 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 | - | Cheil | Food Client | 0.38 | | 0.38 | 2 |
| 2 | 1 | BBDO | MetLife | 0.20 | | 0.20 | 1 |
| 3 | 2 | DDB | Jollibee, Masan Project | 0.11 | | 0.11 | 2 |
| 4- | 3= | Leo Burnett | | 0.00 | | 0.00 | 0 |
| 4- | 3= | Dentsu | | 0.00 | | 0.00 | 0 |
| 4- | 3= | J Walter Thompson | | 0.00 | | 0.00 | 0 |
| 4- | 3= | Ogilvy | | 0.00 | | 0.00 | 0 |
| 4- | 3= | Y&R | | 0.00 | | 0.00 | 0 |
| 4- | 3= | Grey Group | | 0.00 | | 0.00 | 0 |
| 4- | 3= | TBWA | | 0.00 | | 0.00 | 0 |
| 4- | 3= | Saatchi & Saatchi | | 0.00 | | 0.00 | 0 |
| 4- | 3= | Bates | | 0.00 | | 0.00 | 0 |
| 4- | 3= | Publicis | | 0.00 | | 0.00 | 0 |
| 4- | 3= | Havas Worldwide | | 0.00 | | 0.00 | 0 |
| 4- | 3= | FCB | | 0.00 | | 0.00 | 0 |
| 4- | 3= | Mullen Lowe | | 0.00 | | 0.00 | 0 |
| | | | | | | 0.7 | 5 |



2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Feb 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 | 1.6 | | 1.63 | 2 |
| 2 | 2 | MediaCom | Masan (Planning) | 1.3 | | 1.33 | 1 |
| 3 | 3 | OMD | Panzani | 0.5 | | 0.50 | 2 |
| 4 | 4= | PHD | Otsuka Thang Nutrition (Pocari Sweat) | 0.2 | | 0.15 | 0 |
| 5- | 4= | Mindshare | | 0.0 | | 0.00 | 0 |
| 5- | 4= | Vizeum | | 0.0 | | 0.00 | 0 |
| 5- | 4= | Starcom | | 0.0 | | 0.00 | 0 |
| 5- | 4= | Carat | | 0.0 | | 0.00 | 0 |
| 5- | 4= | Dentsu Media | | 0.0 | | 0.00 | 0 |
| 5- | 4= | Initiative | | 0.0 | | 0.00 | 0 |
| 5- | 4= | Havas Media | | 0.0 | | 0.00 | 0 |
| 5- | 4= | Maxus | | 0.0 | | 0.00 | 0 |
| 13 | 13 | Zenith | | 0.0 | Masan (Digital) | -1.63 | 0 |
| | | | | | | 2.0 | 5 |

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.