

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Feb 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	Sungroup - Sunworld Project, Vingroup - Vincity Project, Novaland Project	0.87		0.87	6
2	1=	Leo Burnett	Samsung Project, Big C Project, Wipro Unza Project	0.46		0.46	5
3	1=	DDB	Vinamilk Optimum Project, Vinamilk Fresh Milk Project,	0.05		0.05	2
4-	1=	Bates		0.00		0.00	0
4-	1=	BBDO		0.00		0.00	0
4-	1=	Cheil		0.00		0.00	0
4-	1=	Dentsu		0.00		0.00	0
4-	1=	FCB		0.00		0.00	0
4-	1=	Grey Group		0.00		0.00	0
4-	1=	Havas Worldwide		0.00		0.00	0
4-	1=	J Walter Thompson		0.00		0.00	0
4-	1=	Mullen Lowe		0.00		0.00	0
4-	1=	Ogilvy		0.00		0.00	0
4-	1=	Publicis		0.00		0.00	0
4-	1=	TBWA		0.00		0.00	0
4-	1=	Y&R		0.00		0.00	0
						1.4	13

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Feb 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=	OMD	Vinamilk	0.3		0.30	1
2	1=	MediaCom	Uber	0.2		0.20	1
3	1=	Havas Media	VLife (CJ)	0.2		0.15	1
4	1=	PHD	HP(Digital)	0.1		0.05	1
5-	1=	Carat		0.0		0.00	0
5-	1=	Dat Viet VAC Media		0.0		0.00	0
5-	1=	Dentsu Media		0.0		0.00	0
5-	1=	Initiative		0.0		0.00	0
5-	1=	Maxus		0.0		0.00	0
5-	1=	MEC		0.0		0.00	0
5-	1=	Mindshare		0.0		0.00	0
5-	1=	Starcom		0.0		0.00	0
5-	1=	TKL Media		0.0		0.00	0
5-	1=	Vizeum		0.0		0.00	0
5-	1=	Zenith		0.0		0.00	0
						0.7	4

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.