



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Jan 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	9	BBDO	MetLife	0.20		0.20	1
2	6	DDB	Jollibee, Masan Project	0.11		0.11	2
3-	1	Leo Burnett		0.00		0.00	0
3-	2	Dentsu		0.00		0.00	0
3-	3	J Walter Thompson		0.00		0.00	0
3-	4	Ogilvy		0.00		0.00	0
3-	5	Y&R		0.00		0.00	0
3-	7	Grey Group		0.00		0.00	0
3-	8	TBWA		0.00		0.00	0
3-	10=	Saatchi & Saatchi		0.00		0.00	0
3-	10=	Bates		0.00		0.00	0
3-	10=	Publicis		0.00		0.00	0
3-	10=	Havas Worldwide		0.00		0.00	0
3-	10=	FCB		0.00		0.00	0
3-	15	Mullen Lowe		0.00		0.00	0
						0.3	3



2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Jan 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	4	MEC	Masan (Digital), Bel	1.6		1.63	2
2	11	MediaCom	Masan (Planning)	0.8		0.83	1
3	13	OMD	Panzani	0.5		0.50	2
4	1	Mindshare		0.0		0.00	0
5	2	Vizeum		0.0		0.00	0
6	3	PHD		0.0		0.00	0
7	5	Starcom MediaVest		0.0		0.00	0
8	6	Carat		0.0		0.00	0
9	7	Dentsu Media		0.0		0.00	0
10	9=	Initiative		0.0		0.00	0
11	9=	Havas Media		0.0		0.00	0
12	12	Maxus		0.0		0.00	0
13	8	ZenithOptimedia		0.0	Masan (Digital)	-1.63	0
						1.3	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.