



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Jan 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-	-	DDB		0.00		0.00	0
1-	-	TBWA		0.00		0.00	0
1-	-	Saatchi & Saatchi		0.00		0.00	0
1-	-	Ogilvy		0.00		0.00	0
1-	-	Cheil		0.00		0.00	0
1-	-	Dentsu		0.00		0.00	0
1-	-	Leo Burnett		0.00		0.00	0
1-	-	Grey Group		0.00		0.00	0
1-	-	Y&R		0.00		0.00	0
1-	-	BBDO		0.00		0.00	0
1-	-	J Walter Thompson		0.00		0.00	0
1-	-	Bates		0.00		0.00	0
1-	-	Havas Worldwide		0.00		0.00	0
1-	-	FCB		0.00		0.00	0
1-	-	Mullen Lowe		0.00		0.00	0
1-	-	Publicis		0.00		0.00	0
						0.0	0



2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Jan 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-	-	MEC		0.0		0.00	0
1-	-	Mindshare		0.0		0.00	0
1-	-	Dat Viet VAC Media		0.0		0.00	0
1-	-	OMD		0.0		0.00	0
1-	-	MediaCom		0.0		0.00	0
1-	-	Starcom		0.0		0.00	0
1-	-	Dentsu Media		0.0		0.00	0
1-	-	PHD		0.0		0.00	0
1-	-	Zenith		0.0		0.00	0
1-	-	Vizeum		0.0		0.00	0
1-	-	Carat		0.0		0.00	0
1-	-	Havas Media		0.0		0.00	0
1-	-	Initiative		0.0		0.00	0
1-	-	Maxus		0.0		0.00	0
1-	-	TKL Media		0.0		0.00	0
						0.0	0

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.