



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / July 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	Mê Trang Project, P&G Project,	1.60		1.60	14
2	2	Leo Burnett	P&G Project, McDonald's Project,	0.53		0.53	8
3	3	DDB	Saigon Gold Project, ZOTT - Monte Snack Project, Saigon Special 2017 Project	0.48	Kirin Project	0.48	7
4	5	Publicis	Perfetti Project, Beiersdorf Project, Mondelez - Solite Project	0.15		0.15	7
5	4	Ogilvy	Merck Vietnam Project, GSK Vietnam Project	0.15		0.15	3
6	6=	J Walter Thompson		0.03		0.03	1
7-	6=	Bates		0.00		0.00	0
7-	6=	BBDO		0.00		0.00	0
7-	6=	Cheil		0.00		0.00	0
7-	6=	Dentsu		0.00		0.00	0
7-	6=	FCB		0.00		0.00	0
7-	6=	Grey Group		0.00		0.00	0
7-	6=	Havas Worldwide		0.00		0.00	0
7-	6=	MullenLowe Group		0.00		0.00	0
7-	6=	TBWA		0.00		0.00	0
7-	6=	Y&R		0.00		0.00	0
						2.9	40



## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / July 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	Havas Media	Michelin, Vietlot, Dragon Park	0.9		0.91	7
2-	2	MediaCom	PSA Group, Uber, Masan	0.8		0.75	3
2-	3	OMD	Vietnamobile, Acecook, SCG, Verisign Project	0.7		0.75	7
4	4	Mindshare	Electrolux SEA	0.3		0.28	3
5	5	Zenith	L'Oreal Digital and Search	0.2		0.18	1
6	6	PHD	HP(Digital), Trafaco ( Cebratron) Project	0.1		0.13	3
7	7	MEC	MundiPharma, Chanel, DKSH	0.1	Michelin	0.09	4
9-	8=	Carat		0.0		0.00	0
9-	8=	Dat Viet VAC Media		0.0		0.00	0
9-	8=	Initiative		0.0		0.00	0
9-	8=	Starcom		0.0		0.00	0
9-	8=	Vizeum		0.0		0.00	0
14	14	dentsu X		0.0	Acecook	-0.15	0
15	13	TKL Media		0.0	Vietnamobile	-0.18	0
						2.7	28

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.