

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / June 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	Cheil	Food Client	0.98		0.98	4
2	5	Dentsu	Tan Hiep Phat, Honda Project	0.68		0.68	11
3	16	Ogilvy	Sabeco, Huawei, Nutriboost, Eucerin	0.85	Parkson	0.55	5
4	2	TBWA	Pepsico Project, Mead Johnson Project, Nestle Project, Acecook Project	0.50	Desperados	0.46	13
5-	3	Y&R	Parkson	0.30		0.30	1
5-	4	DDB	Jollibee, Saigon Special Project, Pepsi Project	0.30		0.30	7
7	6	BBDO	MetLife	0.20		0.20	1
8	7	Saatchi & Saatchi	Devondale , Desperados Project, Thanh Do Project	0.12		0.12	3
9-	8=	Leo Burnett		0.00		0.00	0
9-	8=	J Walter Thompson		0.00		0.00	0
9-	8=	Grey Group		0.00		0.00	0
9-	8=	Bates		0.00		0.00	0
9-	8=	Publicis		0.00		0.00	0
9-	8=	Havas Worldwide		0.00		0.00	0
9-	8=	FCB		0.00		0.00	0
9-	8=	Mullen Lowe		0.00		0.00	0
						3.6	45

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / June 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, Grab, Perfetti Van Melle	2.0		2.00	7
2	2	Dat Viet VAC Media	Gia Vien Project, Masan (Buying), Vinamilk (Buying)	1.8		1.78	3
3	3	OMD	Panzani, Carlsberg Brands, Chotot, Vinamilk (Buying), SCG Project	1.7		1.73	9
4	4	MediaCom	Masan (Planning), Naver	1.4		1.38	3
5	5	TKL Media	Liwayway, Collami, Berjaya Group, United International Pharma	0.6		0.47	4
6	6	Dentsu Media	Food Client	0.7	Carlsberg Brands	0.42	12
7	7	PHD	Otsuka Thang Nutrition (Pocari Sweat)	0.2		0.15	1
8	8	Havas Media	GoBear, MOTUL(Digital)	0.1		0.04	2
9-	9=	Vizeum		0.0		0.00	0
9-	9=	Carat		0.0		0.00	0
9-	9=	Initiative		0.0		0.00	0
9-	9=	Maxus		0.0		0.00	0
9-	9=	Starcom		0.0		0.00	0
14	14	Mindshare		0.0	Chotot	-0.13	0
15	15	Zenith		0.0	Masan (Digital)	-1.75	0
						6.1	41

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.