



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Mar 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	4=	Dentsu	Auto Client Project	0.25		0.25	4
3	2	BBDO	MetLife	0.20		0.20	1
4	4=	TBWA	Pepsico Project, Vinamilk Project	0.18		0.18	4
5	3	DDB	Jollibee, Masan Project	0.11		0.11	2
6	4=	Saatchi & Saatchi	Thanh Do Project	0.03		0.03	1
7-	4=	Leo Burnett		0.00		0.00	0
7-	4=	J Walter Thompson		0.00		0.00	0
7-	4=	Ogilvy		0.00		0.00	0
7-	4=	Y&R		0.00		0.00	0
7-	4=	Grey Group		0.00		0.00	0
7-	4=	Bates		0.00		0.00	0
7-	4=	Publicis		0.00		0.00	0
7-	4=	Havas Worldwide		0.00		0.00	0
7-	4=	FCB		0.00		0.00	0
7-	4=	Mullen Lowe		0.00		0.00	0
						1.7	16

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Mar 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, DKSH (Effralgan, UpsaC)	1.8		1.75	3
2	2	MediaCom	Masan (Planning)	1.3		1.33	2
3	-	Dat Viet VAC Media	Masan (Buying), Vinamilk (Digital)	1.0		1.00	2
4	3	OMD	Panzani	0.5		0.50	2
5	-	TKL Media	Lwayway, Collami, Berjaya Group	0.5		0.47	3
6	4	PHD	Otsuka Thang Nutrition (Pocari Sweat)	0.2		0.15	1
7-	5=	Mindshare		0.0		0.00	0
7-	5=	Vizeum		0.0		0.00	0
7-	5=	Starcom		0.0		0.00	0
7-	5=	Carat		0.0		0.00	0
7-	5=	Dentsu Media		0.0		0.00	0
7-	5=	Initiative		0.0		0.00	0
7-	5=	Havas Media		0.0		0.00	0
7-	5=	Maxus		0.0		0.00	0
15	13	Zenith	Vinamilk (Buying)	1.0	Masan (Digital)	-0.75	1
						4.4	14

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.