2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / May 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	TBWA	Pepsico Project, Mead Johnson Project, Nestle Project, Acecook Project	0.50		0.46	13
3	2	Y&R	Parkson	0.30		0.30	1
4	6	DDB	Jollibee, Saigon Special Project, Pepsi Project	0.29		0.29	6
5	3	Dentsu	Auto Client Project	0.28		0.28	6
6	5	BBDO	MetLife	0.20		0.17	1
7	7	Saatchi & Saatchi	Desperados Project, Thanh Do Project	0.07		0.07	2
8=	8=	Leo Burnett		0.00		0.00	0
8=	8=	J Walter Thompson		0.00		0.00	0
8=	8=	Grey Group		0.00		0.00	0
8=	8=	Bates		0.00		0.00	0
8=	8=	Publicis		0.00		0.00	0
8=	8=	Havas Worldwide		0.00		0.00	0
8=	8=	FCB		0.00		0.00	0
8=	8=	Mullen Lowe		0.00		0.00	0
16	16	Ogilvy		0.00	Parkson	-0.30	0
						2.2	33

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / May 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), CJ Group	1.8		1.78	4
2	2	Dat Viet VAC Media	Masan (Buying), Vinamilk (Buying)	1.8		1.75	2
3	3	OMD	Panzani, Carlsberg Brands, Chotot, Vinamilk (Buying)	1.6		1.55	8
4	4	MediaCom	Masan (Planning), Naver	1.4		1.38	3
5	5	TKL Media	Liwayway, Collami, Berjaya Group, United International Pharma	0.6		0.57	4
6	6	Dentsu Media	Food Client	0.6	Carlsberg Brands	0.39	9
7	7	PHD	Otsuka Thang Nutrition (Pocari Sweat)	0.2		0.15	1
8	8=	Havas Media	GoBear	0.0		0.02	1
9=	8=	Vizeum		0.0		0.00	0
9=	8=	Carat		0.0		0.00	0
9=	8=	Initiative		0.0		0.00	0
9=	8=	Maxus		0.0		0.00	0
9=	8=	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
						5.7	32