

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / May 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,	1.58		1.58	13
2	2	Leo Burnett	P&G Project, McDonald's Project,	0.53		0.53	8
3	4	DDB	Saigon Gold Project, ZOTT - Monte Snack Project, Saigon Special 2017 Project	0.43		0.43	5
4	5	Ogilvy	Merck Vietnam Project, GSK Vietnam Project	0.15		0.15	3
5	3	Publicis	Mondelez - Solite Project	0.07		0.07	1
6-	6=	Bates		0.00		0.00	0
6-	6=	BBDO		0.00		0.00	0
6-	6=	Cheil		0.00		0.00	0
6-	6=	Dentsu		0.00		0.00	0
6-	6=	FCB		0.00		0.00	0
6-	6=	Grey Group		0.00		0.00	0
6-	6=	Havas Worldwide		0.00		0.00	0
6-	6=	J Walter Thompson		0.00		0.00	0
6-	6=	MullenLowe Group		0.00		0.00	0
6-	6=	TBWA		0.00		0.00	0
6-	6=	Y&R		0.00		0.00	0
						2.8	30

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / May 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	Vietlot, Dragon Park	0.9		0.86	6
2	2	OMD	Acecook, SCG, Verisign Project	0.6		0.65	6
3	3	MediaCom	Uber, Masan	0.3		0.25	2
4	7=	Mindshare	Internet Clinet	0.2		0.23	2
5	4	Zenith	L'Oreal Digital and Search	0.2		0.18	1
6	5	MEC	MundiPharma, Chanel, DKSH	0.1		0.14	4
7	6	PHD	HP(Digital), Trafaco (Cebraton) Project	0.1		0.13	3
8-	7=	Carat		0.0		0.00	0
8-	7=	Dat Viet VAC Media		0.0		0.00	0
8-	7=	dentsu X		0.0		0.00	0
8-	7=	Initiative		0.0		0.00	0
8-	7=	Starcom		0.0		0.00	0
8-	7=	Vizeum		0.0		0.00	0
14	15	TKL Media		0.0	MundiPharma	-0.08	0
						2.3	24

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.