



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Apr 2018

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	16	BBDO	Verisign Project, 7Up (Suntory PepsiCo) Project, DJI Global	1.10	Campbell Soup	0.90	3
2	1	DDB	Jolco Project, Amcham Project, Tetra Pak - Nestle Crisis Project	0.57		0.57	6
3	2	Dentsu	FMCG Clinet	0.27		0.27	3
4=	3=	Publicis	Campbell Soup	0.20		0.20	1
4=	3=	Grey Group	Generali	0.20		0.20	1
4=	6=	J Walter Thompson		0.20		0.20	1
7	5	Saatchi & Saatchi	Mytel - Viettel Project	0.10		0.10	1
8=	6=	Leo Burnett		0.00		0.00	0
8=	6=	Ogilvy		0.00		0.00	0
8=	6=	FCB		0.00		0.00	0
8=	6=	Bates		0.00		0.00	0
8=	6=	Cheil		0.00		0.00	0
8=	6=	Havas Worldwide		0.00		0.00	0
8=	6=	MullenLowe Group		0.00		0.00	0
8=	6=	TBWA		0.00		0.00	0
8=	6=	Y&R		0.00		0.00	0
						2.4	16



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Apr 2018

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	Wavemaker	Unicharm (Bobby/Diana), Masan (Omachi, 247, Vinh Hau), Piaggio	1.2	Campbell Soup	1.02	9
2	15	Carat	Microsoft	0.5	Piaggio	0.43	1
3	3=	PHD	HSBC, Betagen, Bluestone Project	0.3	HBO	0.28	3
4	2	dentsu X	Bose	0.1		0.09	3
5	3=	MediaCom	Bose	0.0		0.03	1
6=	5=	Havas Media		0.0		0.00	0
6=	5=	OMD		0.0		0.00	0
6=	5=	DatViet Media		0.0		0.00	0
6=	5=	Starcom		0.0		0.00	0
6=	5=	Initiative		0.0		0.00	0
6=	5=	Zenith		0.0		0.00	0
6=	5=	Dat Viet VAC Media		0.0		0.00	0
6=	5=	Vizeum		0.0		0.00	0
6=	5=	TKL Media		0.0		0.00	0
6=	5=	Mindshare		0.0	HSBC	-0.25	0
						1.6	17

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.