

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Aug 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	Publicis	Genting Cruise Lines Project	1.20		1.20	3
2	2	Leo Burnett		1.09		1.09	3
3	3	BBDO	Verisign Project, 7Up (Suntory PepsiCo) Project, DJI Global	1.10	Campbell Soup	0.90	3
4-	4=	Saatchi & Saatchi	Mytel - Viettel Project	0.30		0.30	2
4-	4=	J Walter Thompson	ARISTON THERMO, Nikon Digital	0.30		0.30	3
6	7	DDB	Circle K Project, Hong Leong Bank Project, Jolco Project	1.29	Samsung Electronics visual display	0.29	11
7	6	Dentsu	FMCG Clinet	0.28		0.28	4
8	8	FCB		0.12		0.12	1
9	9	Grey Group	Generali	0.20	Revlon	0.04	1
10-	10=	Ogilvy		0.00		0.00	0
10-	10=	Bates		0.00		0.00	0
10-	10=	Cheil		0.00		0.00	0
10-	10=	MullenLowe Group		0.00		0.00	0
10-	10=	TBWA		0.00		0.00	0
10-	10=	Y&R		0.00		0.00	0
16	16	Havas Worldwide		0.00	RB	-0.06	0
						4.5	31

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Aug 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	Asia Food, Masan, PVM, Pho24	2.1	Marriott	1.86	20
2	2	MediaCom	Kingsmen, PNJ Jewelry, Mars	1.6	Revlon Global	1.46	8
3	4=	Havas Media	Marico	0.3		0.25	1
4	4=	PHD	HSBC, Betagen, Bluestone Project	0.3	Google-Digital Service	0.18	3
5	6	Initiative	Revlon Global	0.1		0.13	2
6	3	Carat	Microsoft	0.5	Piaggio	0.09	1
7	7	dentsu X	Bose	0.1	Honda Project	0.08	4
8	8=	DatViet Media	Viettel, Novaland, FPT	0.0		0.01	5
9-	8=	OMD		0.0		0.00	0
9-	8=	Zenith		0.0		0.00	0
9-	8=	Vizeum		0.0		0.00	0
12	12	Starcom	Campbell Soup	0.1	Mars Buying	-0.14	1
13	13	Mindshare	Hong Kong Airport Authority	0.1	HSBC	-0.19	2
14	14	Dat Viet VAC Media		0.0	Marico	-0.25	0
15	15	TKL Media		0.0	Asia Foods/GauDo	-0.38	0
						3.1	47

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.