

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Dec 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	BBDO	Verisign Project, 7Up (Suntory PepsiCo) Project, DJI Global	3.10		2.74	4
2	4	DDB	Skittles, Santen Sainle Project, Santen Lutax Project, Valvoline Project	2.96	Samsung Electronics visual display	1.96	20
3	2	Publicis	Techcombank Project, Unilever Project, Sento Project, Genting Cruise Lines Project	1.39		1.39	7
4	5	J Walter Thompson	NutiFood Vietnam Project, Midea Washing Machine, Vitasoy, Honma Golf	1.13		1.13	32
5	3	Leo Burnett	Samsung Electronics visual display, Citibank (integarte with ZO)	1.09		1.09	3
6	-	Isobar	Electronics Brand	0.66		0.66	3
7	6	Saatchi & Saatchi	Siemens Home Appliances, Mytel - Viettel Project	0.40		0.40	3
8	7	Dentsu	FMCG Clinet	0.29		0.29	5
9	8	VMLY&R	Sun Life	0.20		0.20	1
10	9	FCB	Kimberly Clark	0.12		0.12	1
11	-	RED2 Digital	Sennheiser SEA	0.05		0.05	1
12=	10=	Ogilvy		0.00		0.00	0
12=	10=	Bates		0.00		0.00	0
12=	10=	Cheil		0.00		0.00	0
12=	10=	MullenLowe Group		0.00		0.00	0
12=	10=	TBWA		0.00		0.00	0
17	15	Havas Worldwide		0.00	RB	-0.06	0
18	16	Grey Group	Generali	0.20	Revlon	-0.36	1
						9.6	81

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Dec 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	United Airlines	1.84	20
2	2	MediaCom	Kingsmen, PNJ Jewelry, Mars	1.6	Revlon Global	1.55	9
3	5	OMD	BEIERSDORF, Daimler	0.9	Intel	0.75	4
4	3	Zenith	Nestle, GSK	0.7		0.70	2
5	-	Spark Foundry	Marriott, Campbell Arnott's, Mondelez	0.4		0.40	3
6	4	Havas Media	Puma, De Beers, Marico	0.3		0.33	3
7	6	Initiative	Revlon Global	0.2		0.24	4
8	7	Carat	Microsoft	0.5	Piaggio	0.09	1
9	8	dentsu X	Bose	0.1	Honda Project	0.03	4
10	9	DatViet Media	Viettel, Novaland, FPT	0.0		0.01	5
11	10	Vizeum		0.0		0.00	0
12	11	PHD	HSBC, Betagen, Bluestone Project	0.3	Google-Digital Service	-0.07	3
13	12	Starcom	Campbell Soup	0.1	Mars Buying	-0.14	1
14	13	Dat Viet VAC Media		0.0	Marico	-0.25	0
15	14	TKL Media		0.0	Asia Foods/GauDo	-0.38	0
16	15	Mindshare	BP, Tafico, Cetaphil, Hong Kong Tourism Board	0.3	HSBC	-1.34	5
						3.8	64

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.