



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Feb 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	2	DDB	VNM Optimum TVC Project, Food Empire - Café Pho Project	0.38		0.38	2
2	1	Dentsu	FMCG Clinet	0.27		0.27	3
3	3=	Publicis	Campbell Soup	0.20		0.20	1
4	3=	Grey Group	Generali	0.20		0.20	1
5-	3=	Saatchi & Saatchi		0.00		0.00	0
5-	3=	Leo Burnett		0.00		0.00	0
5-	3=	Ogilvy		0.00		0.00	0
5-	3=	J Walter Thompson		0.00		0.00	0
5-	3=	FCB		0.00		0.00	0
5-	3=	Bates		0.00		0.00	0
5-	3=	Cheil		0.00		0.00	0
5-	3=	Havas Worldwide		0.00		0.00	0
5-	3=	MullenLowe Group		0.00		0.00	0
5-	3=	TBWA		0.00		0.00	0
5-	3=	Y&R		0.00		0.00	0
5-	3=	BBDO		0.00	Campbell Soup	-0.20	0
						0.8	7



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Feb 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	3=	Wavemaker	Unicharm (Bobby/Diana), Masan (Omachi, 247, Vinh Hau), Piaggio	1.2	Campbell Soup	1.02	9
2	3=	dentsu X	Bose	0.1		0.09	3
3	1	PHD	Betagen, Bluestone Project	0.1	HBO	0.03	2
4	2	MediaCom	Bose	0.0		0.03	1
5-	3=	Havas Media		0.0		0.00	0
5-	3=	OMD		0.0		0.00	0
5-	3=	DatViet Media		0.0		0.00	0
5-	3=	Mindshare		0.0		0.00	0
5-	3=	Starcom		0.0		0.00	0
5-	3=	Initiative		0.0		0.00	0
5-	3=	Zenith		0.0		0.00	0
5-	3=	Dat Viet VAC Media		0.0		0.00	0
5-	3=	Vizeum		0.0		0.00	0
5-	3=	TKL Media		0.0		0.00	0
15	3=	Carat		0.0	Piaggio	-0.08	0
						1.1	15

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.