



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Jan 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	4	Dentsu	FMCG Clinet	0.27		0.27	3
2	1	DDB	VNM Optimum TVC Project	0.08		0.08	1
3-	2	Saatchi & Saatchi		0.00		0.00	0
3-	3	Leo Burnett		0.00		0.00	0
3-	5	Publicis		0.00		0.00	0
3-	6	Ogilvy		0.00		0.00	0
3-	7	J Walter Thompson		0.00		0.00	0
3-	8	FCB		0.00		0.00	0
3-	9=	Bates		0.00		0.00	0
3-	9=	BBDO		0.00		0.00	0
3-	9=	Cheil		0.00		0.00	0
3-	9=	Grey Group		0.00		0.00	0
3-	9=	Havas Worldwide		0.00		0.00	0
3-	9=	MullenLowe Group		0.00		0.00	0
3-	9=	TBWA		0.00		0.00	0
3-	9=	Y&R		0.00		0.00	0
						0.3	4



## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Jan 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	5	PHD	Betagen, Bluestone Project	0.1		0.08	2
2	2	MediaCom	Bose	0.0		0.03	1
3-	1	Havas Media		0.0		0.00	0
3-	3	OMD		0.0		0.00	0
3-	4	DatViet Media		0.0		0.00	0
3-	6	Mindshare		0.0		0.00	0
3-	7	Starcom		0.0		0.00	0
3-	8	Initiative		0.0		0.00	0
3-	9	Wavemaker		0.0		0.00	0
3-	10=	Zenith		0.0		0.00	0
3-	10=	Dat Viet VAC Media		0.0		0.00	0
3-	10=	Vizeum		0.0		0.00	0
3-	14	dentsu X		0.0		0.00	0
3-	13	Carat		0.0		0.00	0
3-	15	TKL Media		0.0		0.00	0
						0.1	3

### 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.