



## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Jan 2019

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	Suntory PepsiCo - Goodmood Project, Nivea 12 months retainer	1.00		1.0	2
2	4	DDB	Oishi, Vietnam German University, Morinaga	0.90		0.9	3
						1.9	5



## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Jan 2019

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	Mindshare	Friesland Campina AOR (Digital), United Overseas Bank (UOB)	1.9		1.9	4
2	12	PHD	Singapore Airlines	0.1		0.1	1
						2.0	5

### 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.