

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / July 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	7=	Publicis	Vietnam Airlines Project, Mercedes Project	1.20		1.20	3
2	7=	Leo Burnett	Samsung Electronics visual display, Citibank (integrated with ZO) Project	1.09		1.09	3
3	1	BBD0	Verisign Project, 7Up (Suntory PepsiCo) Project, DJI Global	1.10	Campbell Soup	0.90	3
4-	3=	Saatchi & Saatchi	Mytel - Viettel Project	0.30		0.30	2
4-	3=	J Walter Thompson	ARISTON THERMO, Nikon Digital	0.30		0.30	3
6	5	Dentsu	FMCG Clinet	0.28		0.28	4
7	2	DDB	PNJ Project, Vie Vie Project, Jolco Project	1.21	Samsung Electronics visual display	0.21	9
8	7=	FCB	Kimberly Clark	0.12		0.12	1
9	6	Grey Group	Generali	0.20	Revlon	0.04	1
10-	7=	Ogilvy		0.00		0.00	0
10-	7=	Bates		0.00		0.00	0
10-	7=	Cheil		0.00		0.00	0
10-	7=	MullenLowe Group		0.00		0.00	0
10-	7=	TBWA		0.00		0.00	0
10-	7=	Y&R		0.00		0.00	0
16	7=	Havas Worldwide		0.00	RB	-0.06	0
						4.4	29

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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 Foods/GauDo, Pho24, Huawei	1.6	Marriott	1.42	12
2	8	MediaCom	Mars, Bose, Adidas Buying	0.9	Revlon Global	0.82	6
3	2	Carat	Microsoft	0.5	adidas Global Buying	0.33	1
4-	3	Havas Media	Marico	0.3		0.25	1
4-	4	PHD	HSBC, Betagen, Bluestone Project	0.3	HBO	0.25	3
6	5	Initiative	Revlon Global	0.1		0.13	2
7	6	dentsu X	Bose	0.1		0.12	4
8-	9=	OMD		0.0		0.00	0
8-	9=	DatViet Media		0.0		0.00	0
8-	9=	Zenith		0.0		0.00	0
8-	9=	Vizeum		0.0		0.00	0
12	7	Starcom	Campbell Soup	0.1	Mars Buying	-0.14	1
13	14	Mindshare	Hong Kong Airport Authority	0.1	HSBC	-0.19	2
14	13	Dat Viet VAC Media		0.0	Marico	-0.25	0
15	15	TKL Media		0.0	Asia Foods/GauDo	-0.38	0
						2.3	32

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.