



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Mar 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	DDB	INK360 Project, VNM Optimum TVC Project , Food Empire - Café Pho Project	0.45		0.45	3
2	2	Dentsu	FMCG Clinet	0.27		0.27	3
3=	3	Publicis	Campbell Soup	0.20		0.20	1
3=	4	Grey Group	Generali	0.20		0.20	1
5	5=	Saatchi & Saatchi	Mytel - Viettel Project	0.10		0.10	1
6=	5=	Leo Burnett		0.00		0.00	0
6=	5=	Ogilvy		0.00		0.00	0
6=	5=	J Walter Thompson		0.00		0.00	0
6=	5=	FCB		0.00		0.00	0
6=	5=	Bates		0.00		0.00	0
6=	5=	Cheil		0.00		0.00	0
6=	5=	Havas Worldwide		0.00		0.00	0
6=	5=	MullenLowe Group		0.00		0.00	0
6=	5=	TBWA		0.00		0.00	0
6=	5=	Y&R		0.00		0.00	0
16	5=	BBDO		0.00	Campbell Soup	-0.20	0
						1.0	9



## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

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