



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / May 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	BBDO	Verisign Project, 7Up (Suntory PepsiCo) Project, DJI Global	1.10	Campbell Soup	0.90	3
2	2	DDB	Jolco Project, Amcham Project, Tetra Pak - Nestle Crisis Project	0.57		0.57	6
3=	7	Saatchi & Saatchi	Mytel - Viettel Project	0.30		0.30	2
3=	4=	J Walter Thompson	ARISTON THERMO, Nikon Digital	0.30		0.30	3
5	3	Dentsu	FMCG Clinet	0.28		0.28	4
6	4=	Grey Group	Generali	0.20		0.20	1
7=	4=	Publicis		0.00		0.00	0
7=	8=	Leo Burnett		0.00		0.00	0
7=	8=	Ogilvy		0.00		0.00	0
7=	8=	FCB		0.00		0.00	0
7=	8=	Bates		0.00		0.00	0
7=	8=	Cheil		0.00		0.00	0
7=	8=	Havas Worldwide		0.00		0.00	0
7=	8=	MullenLowe Group		0.00		0.00	0
7=	8=	TBWA		0.00		0.00	0
7=	8=	Y&R		0.00		0.00	0
						2.6	19



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / May 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	Asia Foods/GauDo, Pho24, Huawei	1.6	Campbell Soup	1.42	12
2	2	Carat	Microsoft	0.5	Piaggio	0.43	1
3	3	PHD	HSBC, Betagen, Bluestone Project	0.3	HBO	0.25	3
4	4	dentsu X	Bose	0.1		0.12	4
5	6=	Starcom	Campbell Soup	0.1		0.10	1
6	6=	Initiative	Clothing Client	0.0		0.03	1
7	5	MediaCom	Bose	0.0		0.03	1
8=	6=	Havas Media		0.0		0.00	0
8=	6=	OMD		0.0		0.00	0
8=	6=	DatViet Media		0.0		0.00	0
8=	6=	Zenith		0.0		0.00	0
8=	6=	Dat Viet VAC Media		0.0		0.00	0
8=	6=	Vizeum		0.0		0.00	0
14	6=	Mindshare		0.0	HSBC	-0.25	0
15	6=	TKL Media		0.0	Asia Foods/GauDo	-0.38	0
						1.7	23

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.