



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Oct 2017

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	Saatchi & Saatchi	TH True Milk Project, Mê Trang Project, P&G Project, Viettel Project	1.77		1.77	16
2	3	DDB	MAKU Project, Tetra Pak Project, Air Asia - RED Q Project	1.04		1.01	13
3	2	Leo Burnett	P&G Project, McDonald's Project,	0.53		0.53	8
4	4	Dentsu	Car Client	0.46		0.46	4
5	5	Publicis	Nestle Breakfast Project, Piaggio Project, Perfetti Project	0.20		0.20	9
6	6	Ogilvy	Merck Vietnam Project, GSK Vietnam Project	0.15		0.15	3
7	7	J Walter Thompson	IT Client	0.14		0.14	4
8-	8=	Bates		0.00		0.00	0
8-	8=	BBDO		0.00		0.00	0
8-	8=	Cheil		0.00		0.00	0
8-	8=	FCB		0.00		0.00	0
8-	8=	Grey Group		0.00		0.00	0
8-	8=	Havas Worldwide		0.00		0.00	0
8-	8=	MullenLowe Group		0.00		0.00	0
8-	8=	TBWA		0.00		0.00	0
8-	8=	Y&R		0.00		0.00	0
						4.2	57

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Oct 2017

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	Havas Media	Michelin, Vietlot, Dragon Park	0.9		0.91	7
2	2	MediaCom	N KID Group, PSA Group, Uber, Masan	0.8		0.80	4
3	3	OMD	Nkid / TiniWorld Project, Lalamove, Max by HBO Project	0.8		0.70	10
4	4	PHD	AB InBev, TNG Project, Grab Project	0.6		0.56	9
5		DatViet Media	Vivo, Viettel Telecom, Zalo	0.5		0.52	8
6	5	Mindshare	Electrolux SEA	0.4		0.38	4
7	8=	Initiative	Retail Client	0.3	Vivo	0.11	1
8	7	Wavemaker	MundiPharma, Chanel, DKSH	0.1	Michelin	0.09	4
9=	6	Zenith	L'Oreal Digital and Search	0.2	AB InBev	0.00	1
9=	8=	Carat		0.0		0.00	0
9=	8=	Dat Viet VAC Media		0.0		0.00	0
9=	8=	Starcom		0.0		0.00	0
9=	8=	Vizeum		0.0		0.00	0
14	13	dentsu X		0.0	Acecook	-0.15	0
15	14	TKL Media		0.0	Vietnamobile	-0.18	0
						3.7	48

### 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.