

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Oct 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	3.10	Campbell Soup	2.90	4
2	2	Publicis	Genting Cruise Lines Project	1.20		1.20	3
3	3	Leo Burnett		1.09		1.09	3
4	4	DDB	Valvoline Project, MoneyGram Project, Circle K Project, Hong Leong Bank Project, Jolco Project	2.06	Samsung Electronics visual display	1.06	17
5	5=	J Walter Thompson	Dupont-Coteva, Edgewell, MeadJohnson, ARISTON THERMO	0.71		0.71	12
6	5=	Saatchi & Saatchi	Mytel - Viettel Project	0.30		0.30	2
7	7	Dentsu	FMCG Clinet	0.29		0.29	5
8	8	VMLY&R		0.20		0.20	1
9	9	FCB		0.12		0.12	1
10=	11=	Ogilvy		0.00		0.00	0
10=	11=	Bates		0.00		0.00	0
10=	11=	Cheil		0.00		0.00	0
10=	11=	MullenLowe Group		0.00		0.00	0
10=	11=	TBWA		0.00		0.00	0
15	16	Havas Worldwide		0.00	RB	-0.06	0
16	10	Grey Group	Generali	0.20	Revlon	-0.36	1
						7.4	49

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Oct 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 Food, Masan, PVM, Pho24	2.1	United Airlines	1.84	20
2	2	MediaCom	Kingsmen, PNJ Jewelry, Mars	1.6	Revlon Global	1.55	9
3	3	Zenith	Nestle, GSK	0.7		0.70	2
4	4	Havas Media	Puma, De Beers, Marico	0.3		0.33	3
5	12	OMD	Daimler	0.4	Intel	0.25	3
6	5	Initiative	Revlon Global	0.1		0.13	2
7	6	Carat	Microsoft	0.5	Piaggio	0.09	1
8	7	dentsu X	Bose	0.1	Honda Project	0.08	4
9	8	DatViet Media	Viettel, Novaland, FPT	0.0		0.01	5
10	9	Vizeum		0.0		0.00	0
11	10	PHD	HSBC, Betagen, Bluestone Project	0.3	Google-Digital Service	-0.07	3
12	11	Starcom	Campbell Soup	0.1	Mars Buying	-0.14	1
13	13	Dat Viet VAC Media		0.0	Marico	-0.25	0
14	14	TKL Media		0.0	Asia Foods/GauDo	-0.38	0
15	15	Mindshare	Tafico, Cetaphil, Hong Kong Tourism Board	0.2	HSBC	-1.43	4
						2.7	57

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.