

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Sep 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	3	BBDO	Ford, Verisign Project, 7Up (Suntory PepsiCo) Project, DJI Global	3.10	Campbell Soup	2.90	4
2	1	Publicis	Genting Cruise Lines Project	1.20		1.20	3
3	2	Leo Burnett	Samsung Electronics visual display, Citibank (integrated with ZO)	1.09		1.09	3
4	6	DDB	Vietlott Project, VASS Insurance Project/AOR, Stanley Furniture, Circle K Project, Hong Leong Bank Project	2.04	Samsung Electronics visual display	1.04	15
5-	4=	Saatchi & Saatchi	Mytel - Viettel Project	0.30		0.30	2
5-	4=	J Walter Thompson	ARISTON THERMO, Nikon Digital	0.30		0.30	3
7	7	Dentsu	FMCG Clinet	0.29		0.29	5
8	10=	VMLY&R	Sun Life Project	0.20		0.20	1
9	8	FCB	Kimberly Clark	0.12		0.12	1
10	9	Grey Group	Generali	0.20	Revlon	0.04	1
11-	10=	Ogilvy		0.00		0.00	0
11-	10=	Bates		0.00		0.00	0
11-	10=	Cheil		0.00		0.00	0
11-	10=	MullenLowe Group		0.00		0.00	0
11-	10=	TBWA		0.00		0.00	0
16	16	Havas Worldwide		0.00	RB	-0.06	0
						7.4	38

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Sep 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	9=	Zenith	Nestle, GSK	0.7		0.70	2
4	3	Havas Media	De Beers, Marico	0.3		0.26	2
5	5	Initiative	Revlon Global	0.1		0.13	2
6	6	Carat	Microsoft	0.5	Piaggio	0.09	1
7	7	dentsu X	Bose	0.1	Honda Project	0.08	4
8	8	DatViet Media	Viettel, Novaland, FPT	0.0		0.01	5
9	9=	Vizeum		0.0		0.00	0
10	4	PHD	HSBC, Betagen, Bluestone Project	0.3	GlaxoSmithKline	-0.07	3
11	12	Starcom	Campbell Soup	0.1	Mars Buying	-0.14	1
12	9=	OMD		0.0	Intel	-0.15	0
13	14	Dat Viet VAC Media		0.0	Marico	-0.25	0
14	15	TKL Media		0.0	Asia Foods/GauDo	-0.38	0
15	13	Mindshare	Hong Kong Airport Authority	0.1	Nestle	-1.59	2
						2.1	51

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.