



## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Nov 2015

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	Leo Burnett	Samsung Project, Super Curved TV Project, Mondelez Project	2.52	FrieslandCampina YoMost	2.50	11
2	2	Dentsu	Toyota Project, VIB bank Project, Kinh Do Tet Project	2.40	Pharmaceutical Client	2.32	32
3	4	J Walter Thompson	ASUS Global, Vietnam Satellite Digital Television Project	1.03		1.03	8
4	3	Ogilvy	Vingroup Project, ANCO Project	1.22	Viettel Project	0.88	10
5	5	Y&R	Coca Cola Project, Bel - The Laughing Cow, Nutifood Project	0.75		0.75	4
6	6	DDB	Saigon Special Project, Jollibee Project, Phenikaa, TP Bank Project	0.50		0.50	8
7	9=	Grey Group	Vingroup Project	0.42		0.42	6
8	7	TBWA	Abbott Project, Aeonmall Project	0.39		0.37	23
9	8	BBDO	Education Client	0.07		0.07	2
10=	9=	Saatchi & Saatchi		0.00		0.00	0
10=	9=	Bates		0.00		0.00	0
10=	9=	Publicis		0.00		0.00	0
10=	9=	Havas Worldwide		0.00		0.00	0
10=	9=	FCB		0.00		0.00	0
15	15	Mullen Lowe	FrieslandCampina YoMost, Knorr Project, Viettel Project	0.19	Bel - The Laughing Cow	-0.42	11
						8.4	115



## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Nov 2015

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	4	Mindshare	Unilever, Pizza Hut, Charoen Porkphand Group	1.2		1.20	2
2	1	Vizeum	FMCG Client	0.5		0.52	4
3	2	PHD	SC Johnson(Planning), Unilever(Search)	0.4		0.37	2
4	3	MEC	Masan	0.2		0.23	2
5	5	Carat	JetStar, Garnier Men, Dulux, Fisherman's Friend	0.1		0.14	7
6	7	Dentsu Media	Nissin Project, Acecook Project	0.1		0.10	5
7	6	ZenithOptimedia	Lazada, Masan(Digital), Mead Johnson(SEO), UNZA(buying)	0.3	Masan	0.08	4
8	8	Starcom MediaVest	Etihad Airways Partners	0.1		0.05	1
9-	9=	OMD		0.0		0.00	0
9-	9=	Initiative		0.0		0.00	0
9-	9=	Havas Media		0.0		0.00	0
12	12	MediaCom		0.0	Etihad Airways Partners	-0.05	0
13	13	Maxus		0.0	SC Johnson(buying)	-0.30	0
						2.3	27

### METHODOLOGY

The R3 New Business League has been compiled each of the last 159 months using data supplied by 26 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 for clients across the region.

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