



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Oct 2016

| 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 | Saatchi & Saatchi | Nestle Project, Sungroup Project, VIB Project | 1.78 | | 1.78 | 20 |
| 2 | 1 | TBWA | Naver Project, Servier Project, Heineken Project | 1.71 | Desperados | 1.67 | 32 |
| 3 | 2 | Cheil | Food Client | 0.98 | | 0.98 | 4 |
| 4 | 3 | Ogilvy | Minute Maid, Sabeco, Huawei, Nutriboost, Eucerin | 1.23 | Parkson | 0.93 | 7 |
| 5 | 5 | Dentsu | Tan Hiep Phat, Honda Project | 0.81 | | 0.81 | 13 |
| 6 | 6 | DDB | Jollibee, Saigon Special Project, Red Boat Fish Sauce Project | 0.57 | | 0.57 | 14 |
| 7 | 7 | Leo Burnett | Samsung project, Real Estate Project | 0.36 | | 0.36 | 4 |
| 8 | 11 | Grey Group | FMCG Client | 0.35 | | 0.35 | 18 |
| 9 | 8 | Y&R | Parkson | 0.30 | | 0.30 | 1 |
| 10 | 9 | BBDO | MetLife | 0.20 | | 0.20 | 1 |
| 11 | 10 | J Walter Thompson | Unicharm Project, Wipro Unza Project, Navigos Group Project | 0.16 | | 0.16 | 4 |
| 12= | 12= | Bates | | 0.00 | | 0.00 | 0 |
| 12= | 12= | Havas Worldwide | | 0.00 | | 0.00 | 0 |
| 12= | 12= | FCB | | 0.00 | | 0.00 | 0 |
| 12= | 12= | Mullen Lowe | | 0.00 | | 0.00 | 0 |
| 16 | 12= | Publicis | | 0.00 | | -0.05 | 0 |
| | | | | | | 8.0 | 118 |

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Oct 2016

| 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 | MEC | Red Bull, Masan (Digital), Bel, Grab, Perfetti Van Melle, 3 Mien, Traveloka | 2.5 | Masan | 1.99 | 11 |
| 2 | 2 | Dat Viet VAC Media | Electrolux Project, Gia Vien Project, Masan (Buying), Vinamilk (Buying) | 1.9 | | 1.93 | 4 |
| 3 | 3 | OMD | Panzani, Carlsberg Brands, Chotot, Vinamilk (Buying), SCG Project | 1.7 | | 1.70 | 9 |
| 4 | 4 | MediaCom | Masan (Planning), Naver | 1.4 | | 1.38 | 3 |
| 5 | 7 | Mindshare | FWD Insurance, Dien May Xanh | 0.7 | Chotot | 0.58 | 3 |
| 6 | 6 | Dentsu Media | Food Client | 0.7 | Carlsberg Brands | 0.42 | 15 |
| 7 | 8 | PHD | Otsuka Thang Nutrition (Pocari Sweat), Dien May Xanh, Beko | 0.3 | | 0.31 | 3 |
| 8 | 9 | Vizeum | Manulife | 0.1 | | 0.05 | 1 |
| 9- | 11 | Carat | Alcohol Client | 0.0 | | 0.04 | 3 |
| 9- | 10 | Havas Media | GoBear, MOTUL(Digital) | 0.1 | | 0.04 | 2 |
| 9- | 5 | TKL Media | Liwayway, Collami, Berjaya Group, United International Pharma | 0.6 | Red Bull | 0.04 | 4 |
| 12- | 12= | Initiative | | 0.0 | | 0.00 | 0 |
| 12- | 12= | Maxus | | 0.0 | | 0.00 | 0 |
| 12- | 12= | Starcom | | 0.0 | | 0.00 | 0 |
| 12- | 12= | Zenith | Nestle, Masan(Planning) | 1.8 | Masan (Digital) | 0.00 | 2 |
| | | | | | | 8.5 | 60 |

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.