

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / July 2019

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	DDB	MB Bank, Oishi Akiko Project, PlayStation, Connoisseur Project , Kool Air Project, Oishi	2.9		2.9	12
2	2	BBDO	Suntory PepsiCo - Goodmood Project, Nivea 12 months retainer	1.0		1.0	2
3	3	Dentsu	Beverage Brand Client	0.6		0.6	6
4	4	Isobar		0.6		0.6	16
5	5	Ogilvy	Sunlife Project, AccorHotels	0.2		0.2	3
6	6	Anomaly	Johnnie Walker	0.1		0.1	1
7	7	Accenture Interactive	Arla	0.0		0.0	1
8	8	Merkley+Partners	Performix	0.0		0.0	1
9	9	Online Circle	Barilla	0.0		0.0	1
10	10	VMLY&R	NZ Trade & Enterprise Project, Caltex B2B , Crayola , Philip Morris International Project	0.0		0.0	5
						5.5	48



2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / July 2019

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	Mindshare	Pizza Hut, Uniqlo, Fico Cements, Friesland Campina AOR (Digital), United Overseas Bank (UOB)	1.3		1.3	6
2	2	OMD	Vinamilk, Acecook, Vietjet	1.0	Pizza Hut	0.9	3
3	3	Wavemaker	Vespa, Weber	0.7	Fromageries BEL	0.6	3
4	5	MediaCom	PlayStation	0.2		0.2	2
5	11	Vizeum	E-commerce Client	0.1		0.1	1
6	4	PHD	CJ Group Project, Singapore Airlines	0.1		0.1	2
						3.2	21

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