

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Sep 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	OMO Project, Dairy Farm, California Fitness	3.5		3.5	17
2	3	Dentsu	Beverage Brand Client	1.9		1.9	33
3	14	Wunderman Thompson	IT Client	1.1		1.1	10
4	2	BBDO	Suntory PepsiCo - Goodmood Project, Nivea 12 months retainer	1.0		1.0	2
5	4	Isobar	EZ Land Project	0.6		0.6	16
6	5	Ogilvy	Atlantic, Mondelez, Sunlife Project, AccorHotels	0.4		0.4	5
7	6	Anomaly	Johnnie Walker	0.1		0.12	1
8-	7=	Accenture Interactive	Arla	0.0		0.03	1
8-	7=	Merkley+Partners	Performix	0.0		0.03	1
8-	7=	Online Circle	Barilla	0.0		0.03	1
11	10	VMLY&R	NZ Trade & Enterprise Project, Caltex B2B , Crayola , Philip Morris International Project	0.0		0.01	5
						8.7	92



2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Sep 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	Batdongsan.com Project, Dyson, Pizza Hut, Uniqlo, Fico Cements	1.7		1.7	9
2	2	OMD	Vinamilk, Acecook, Vietjet, Chotot Project, Bluescope Project	1.7	Pizza Hut	1.6	7
3	3	Wavemaker	Vespa, Weber	0.7	Fromageries BEL	0.3	3
4	8	Carat	Vodafone	0.2		0.2	2
5	5	Vizeum	E-commerce Client	0.2		0.2	2
6	4	MediaCom	PlayStation	0.2		0.2	2
7	6	PHD	CJ Group Project, Singapore Airlines	0.1		0.1	2
8	9	Havas Media	Tripadvisor	0.1	Fico Cements	0.0	1
9	10	Zenith	Fromageries BEL	0.1	La Vie	-0.1	1
10	7	Starcom	Food Client	0.03	FMCG Client	-0.1	1
						4.2	31

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