



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Mar 2020

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	VMLY&R	Masan Project, OMO CSR of Unilever Vietnam (Digital) Project, L'oreal (Social Media)	1.1		1.1	14
2	2	BBDO	Suntorypepsico Project	0.5		0.5	1
3	3	Wunderman Thompson	Friesland Campina Project, WIPRO UNZA Project	0.2		0.2	3
4	4	Ogilvy	Nashtech Project	0.0		0.0	1
5	7	Saatchi & Saatchi	DHG Pharma Project	0.0		0.0	1
						1.2	15



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Mar 2020

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	-	OMD	Restaurant Client	0.0		0.0	1
2	-	MediaCom		0.0	Restaurant Client	-0.0	0
						0.0	1

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.