R3 WORLDWIDE

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / May 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	Sanofi (Digital) Project, Chicken 3F Project, Yamaha Music Vietnam (Social Media)	1.2		1.2	23
2	2	Wunderman Thompson	Friesland Campina Project, WIPRO UNZA Project, Samsung Project	0.5		0.5	6
3	3	BBDO	Suntorypepsico Project	0.5		0.5	1
4	4	Ogilvy	Nashtech Project	0.0		0.0	1
5	5	Saatchi & Saatchi	DHG Pharma Project	0.0		0.0	1
					2020(Jan-May)	2.1	37
					2019(Jan-May)	3.9	31
					YoY Comparison:	-45.1%	19.4%

R3 WORLDWIDE

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / May 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	2	Mindshare	Oppo	0.2		0.2	1
2	1	OMD	Restaurant Client	0.0		0.0	1

2020(Jan-May)	0.2	2
2019(Jan-May)	2.9	13
YoY Comparison:	-93.9%	-84.6%

2020 Creative & Media (Jan-May)	2.3	39
2019 Creative & Media (Jan-May)	6.7	44
YoY Comparison:	-65.9%	-11.4%

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.