2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / June 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	Novaland (digital) Project, Generali (digital) Project, United Pharma - Kremil brand (digital)	1.2		1.2	26
2	22	Dentsu	FMCG Client	1.4		0.9	15
3	2	Wunderman Thompson	PNJ CAO Project, Friesland Campina Project, WIPRO UNZA Project, Samsung Project	0.5		0.5	7
4	3	BBDO	Suntorypepsico Project	0.5		0.5	1
5	4	Ogilvy	Nashtech Project	0.0		0.0	1
6	5	Saatchi & Saatchi	DHG Pharma Project	0.0		0.0	1

2020(Jan-Jun)	3.2	51
2019(Jan-Jun)	5.2	46
YoY Comparison:	-39.4%	10.9%

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2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / June 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	Mindshare	Oppo	0.2		0.2	1
2	15	MediaCom	CJ Foods Digital	0.0	Restaurant Client	0.0	1
3	2	OMD	Restaurant Client	0.0		0.0	1
4	6	Wavemaker	Motor Image	0.0		0.0	1

2020(Jan-Jun)	0.2	4
2019(Jan-Jun)	2.9	14
YoY Comparison:	-92.5%	-71.4%

2020 Creative & Media (Jan-Jun)	3.4	55
2019 Creative & Media (Jan-Jun)	8.1	60
YoY Comparison:	-58.4%	-8.3%