

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Aug 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	Vinamilk (Social Media) Project, Suntori Pepsico Project, PRO Vietnam Project	1.3		1.3	33
2	2	Dentsu	FMCG Client	1.4		0.9	15
3	3	Wunderman Thompson	PNJ CAO Project, Friesland Campina Project, WIPRO UNZA Project, Samsung Project	0.5		0.5	7
4	4	BBDO	Suntorypepsico Project	0.5		0.5	1
5	5	Ogilvy	Kimberly-Clark, WIPRO Group Unza Project, Pizza Hut Vietnam Project	0.3		0.3	7
6	8	Saatchi & Saatchi	DHG Pharma Project	0.1		0.1	2
7	6	Publicis	FMCG Client	0.1		0.08	3
8	7	Leo Burnett	Heinken Cambodia Project	0.0		0.05	2
2020(Jan-Aug)						3.8	70
2019(Jan-Aug)						6.6	56
YoY Comparison:						-42.7%	25.0%



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Aug 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	0.6		0.6	4
2	2	MediaCom	CJ Foods Digital	0.0	Restaurant Client	0.0	1
3	3	OMD	Restaurant Client	0.0		0.0	1
4	4	Wavemaker	Motor Image	0.0		0.0	1
2020(Jan-Aug)						0.6	7
2019(Jan-Aug)						3.7	25
YoY Comparison:						-83.5%	-72.0%
2020 Creative & Media (Jan-Aug)						4.4	77
2019 Creative & Media (Jan-Aug)						10.2	81
YoY Comparison:						-57.3%	-4.9%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.