

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / July 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	Vinasoy (Digital) Project, Shiseido - NARS brand (SEO/SEM) Project	1.2		1.2	30
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	Nashtech Project, CitiBank Private Bank Project	0.1		0.1	2
6	16	Publicis	FMCG Client	0.1		0.1	3
7	10	Leo Burnett	Heinken Cambodia Project	0.0		0.05	2
8	6	Saatchi & Saatchi	DHG Pharma Project	0.0		0.01	1
					2020(Jan-Jul)	3.4	61
					2019(Jan-Jul)	5.5	48
					YoY Comparison:	-38.5%	27.1%

1



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / July 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	Орро	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-Jul)	0.6	7
					2019(Jan-Jul)	3.2	21
					YoY Comparison:	-81.1%	-66.7%
					2020 Creative & Media (Jan-Jul)	4.0	68
					2019 Creative & Media (Jan-Jul)	8.7	69
METHODOLOGY					YoY Comparison:	-54.1%	-1.4%

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 R0I.