

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%

