

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Sep 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	LOFF Project, NutiFood - GrowPlus Project, McDonald's (Social Media)	1.3		1.3	37
2	2	Dentsu	FMCG Client	1.6		1.1	18
3	3	Wunderman Thompson	PNJ CAO Project, Friesland Campina Project, WIPRO UNZA Project, Samsung Project	0.8		0.8	8
4	4	BBDO	Suntorypepsico Project	0.5		0.5	1
5	5	Ogilvy	Kimberly-Clark, WIPRO Group Unza Project, Pizza Hut Vietnam Project	0.4		0.4	8
6	9	DDB	Panasonic Project	0.3		0.3	1
7	6	Saatchi & Saatchi	DHG Pharma Project	0.1		0.09	2
8	7	Publicis	FMCG Client	0.1		0.08	3
9	8	Leo Burnett	Heinken Cambodia Project	0.0		0.05	2
10	10	Isobar	Prudential Vietnam Assurance	0.0		0.02	1
2020(Jan-Sep)						4.6	81
2019(Jan-Sep)						8.7	92
YoY Comparison:						-47.0%	-12.0%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Sep 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	3	OMD	Vadal	0.0		0.0	2
3	2	MediaCom	CJ Foods Digital	0.0	Restaurant Client	0.0	1
4	4	Wavemaker	Motor Image	0.0		0.0	1
2020(Jan-Sep)						0.6	8
2019(Jan-Sep)						4.2	31
YoY Comparison:						-85.4%	-74.2%
2020 Creative & Media (Jan-Sep)						5.2	89
2019 Creative & Media (Jan-Sep)						12.9	123
YoY Comparison:						-59.5%	-27.6%

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.