

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Oct 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	Techcombank Project, VIB Project, Michelin Project	1.3		1.3	40	
2	3	Wunderman Thompson	PepsiCo Project, Asahi - Nutifood Project, PNJ CAO Project, Friesland Campina Project	1.1		1.1	11	
3	2	Dentsu	FMCG Client	1.6		1.1	18	
4	4	BBD0	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	6	DDB	Panasonic Project	0.3		0.3	1	
7	7	Saatchi & Saatchi	DHG Pharma Project	0.1		0.09	2	
8	8	Publicis	FMCG Client	0.1		0.08	3	
9	9	Leo Burnett	Heinken Cambodia Project	0.0		0.05	2	
10	10	Isobar	Prudential Vietnam Assurance	0.0		0.02	1	
						2020(Jan-Oct)	5.0	87
						2019(Jan-Oct)	9.5	96
						YoY Comparison:	-47.3%	-9.4%

