

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	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	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%

1



2020 MEDIA 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 Sm)	No.of Wins
1	1	Mindshare	Орро	0.6		0.6	6
3	3	MediaCom	CJ Foods Digital	0.2	Restaurant Client	0.2	5
2	2	OMD	Valda (Inova Pharma)	0.0		0.0	3
4	4	Wavemaker	Motor Image	0.0		0.0	1
5	5	Starcom		0.0	Zespri kiwi fruit	0.0	0
					2020(Jan-Oct)	0.8	15
					2019(Jan-Oct)	4.3	36
					YoY Comparison:	-80.4%	-58.3%
					2020 Creative & Media (Jan-Oct)	5.8	102
					2019 Creative & Media (Jan-Oct)	13.7	132
METHODOLOGY					YoY Comparison:	-57.6%	-22.7%

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.