

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Nov 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	2	Wunderman Thompson	PepsiCo Project, Asahi - Nutifood Project, PNJ CAO Project, Friesland Campina Project	1.1		1.1	11	
3	3	Dentsu	FMCG Client	1.6		1.1	18	
4	6	DDB	Panasonic Project, Morinaga Project	0.6		0.6	2	
5	4	BBDO	Suntorypepsico Project	0.5		0.5	1	
6	5	Ogilvy	Kimberly-Clark, WIPro Group Unza Project, Pizza Hut Vietnam Project	0.4		0.4	8	
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-Nov)	5.3	88
						2019(Jan-Nov)	11.2	105
						YoY Comparison:	-52.7%	-16.2%

