

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 Sm)	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	lsobar	Prudential Vietnam Assurance	0.0		0.02	1
					2020(Jan-Nov)	5.3	88

2020(Jan-Nov)	5.3	88
2019(Jan-Nov)	11.2	105
YoY Comparison:	-52.7%	-16.2%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	0.83		0.83	7
2	3	MediaCom	CJ Foods Digital, VIB Bank Digital	0.25	Restaurant Client	0.24	6
3	2	OMD	Valda (Inova Pharma)	0.03		0.03	3
4	4	Wavemaker	Motor Image	0.01		0.01	1
5	5	Starcom		0.00	Zespri kiwi fruit	-0.03	0

2020(Jan-N	ov) 1.1	17
2019(Jan-N	ov) 4.8	37
YoY Comparis	on: -77.3%	-54.1%

2020 Creative & Media (Jan-Nov)	6.4	105
2019 Creative & Media (Jan-Nov)	15.9	142
YoY Comparison:	-60.0%	-26.1%

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.