

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Dec 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 | 3 | Dentsu | FMCG Client | 2.1 | | 1.6 | 34 | |
| 2 | 1 | VMLY&R | Techcombank Project, VIB Project, Michelin Project | 1.3 | | 1.3 | 40 | |
| 3 | 2 | Wunderman Thompson | PepsiCo Project, Asahi - Nutifood Project, PNJ CAO Project, Friesland Campina Project | 1.1 | | 1.1 | 11 | |
| 4 | 4 | DDB | Panasonic Project, Morinaga Project | 0.6 | | 0.6 | 3 | |
| 5 | 6 | Ogilvy | Kimberly-Clark, Nestlé Maggi, Nestlé Milo, Wipro Group Unza Project, Pizza Hut Vietnam Project | 0.6 | | 0.6 | 13 | |
| 6 | 5 | BBDO | Suntorypepsico Project | 0.5 | | 0.5 | 1 | |
| 7 | 7 | Saatchi & Saatchi | DHG Pharma Project | 0.1 | | 0.10 | 3 | |
| 8 | 9 | Leo Burnett | Heinken Cambodia Project | 0.1 | | 0.09 | 3 | |
| 9 | 8 | Publicis | FMCG Client | 0.1 | | 0.08 | 3 | |
| 10 | 10 | Isobar | Prudential Vietnam Assurance | 0.0 | | 0.02 | 1 | |
| | | | | | | 2020(Jan-Dec) | 6.1 | 112 |
| | | | | | | 2019(Jan-Dec) | 11.2 | 106 |
| | | | | | | YoY Comparison: | -46.0% | 5.7% |

