

## 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, Nestl é 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%

1



## **2020 MEDIA 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	1	Mindshare	Орро	0.83		0.83	7
2	2	MediaCom	Sprite, Nutriboost, Energize Digital Media, CJ Foods Digital, VIB Bank Digital	0.63	Restaurant Client	0.62	7
3	-	dentsu X	SUZUKI Project, Rohto-Mentholatum Project, Generali Brasil Seguros S.A. Project	0.56		0.56	16
4	5	Starcom	Coke	0.50	Zespri kiwi fruit	0.47	1
5	-	Spark Foundry	Redbull	0.40		0.40	1
6	3	OMD	Valda (Inova Pharma)	0.0		0.0	3
7	4	Wavemaker	Honda Project, Motor Image	0.0		0.0	2
					2020(Jan-Dec)	2.9	37

2020(Jan-Dec)	2.9	37
2019(Jan-Dec)	4.9	41
YoY Comparison:	-40.6%	-9.8%

2020 Creative & Media (Jan-Dec)	9.0	149
2019 Creative & Media (Jan-Dec)	16.2	147
YoY Comparison:	-44.4%	1.4%

## 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.

2