



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Feb 2021

| 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 | Friesland Campina , Piaggio , Techcombank Social | 2.5 | | 2.5 | 11 | |
| 2 | 5 | Ogilvy | FMCG Client | 0.0 | | 0.0 | 1 | |
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| | | | | | | 2021 (Jan-Feb): | 2.5 | 12 |
| | | | | | | 2020 (Jan-Feb): | 1.2 | 15 |
| | | | | | | YoY Comparison: | 103.9% | -20.0% |

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Feb 2021

| 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 | 7 | Wavemaker | Masan | 0.75 | | 0.75 | 1 |
| 2 | 1 | Mindshare | Masterise Homes, Techcombank | 0.38 | | 0.38 | 2 |
| 3 | 2 | MediaCom | Masterise Homes | 0.13 | | 0.13 | 1 |
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| 2021 (Jan-Feb): | 1.3 | 4 |
| 2020 (Jan-Feb): | 0.0 | 1 |
| YoY Comparison: | - | - |

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|-----------------------------------|---------------|-------------|
| 2021 Creative & Media ((Jan-Feb)) | 3.8 | 16 |
| 2020 Creative & Media ((Jan-Feb)) | 1.2 | 16 |
| YoY Comparison: | 204.9% | 0.0% |

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 ROI.