



Vietnam / Jan 2021

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2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Jan 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 | Mindshare | Masterise Homes, Techcombank | 0.38 | | 0.38 | 2 |
| 2 | 2 | MediaCom | Masterise Homes | 0.13 | | 0.13 | 1 |
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2021 Jan: 0.5 3

2020 Jan: 0.0 0

YoY Comparison: - -

2021 Creative & Media (Jan) 3.0 9

2020 Creative & Media (Jan) 1.1 6

YoY Comparison: 184.7% 50.0%

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.