

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Mar 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	Wavemaker	Masan	0.75		0.75	1
2	2	Mindshare	Masterise Homes, Techcombank	0.38		0.38	2
3	3	MediaCom	Masterise Homes	0.13		0.13	1

2021 (Jan-Mar):	0.5	6
2020 (Jan-Mar):	0.0	1
YoY Comparison:	-	-

2021 Creative & Media ((Jan-Mar))	4.7	33
2020 Creative & Media ((Jan-Mar))	1.2	16
YoY Comparison:	272.8%	106.3%

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.