

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Apr 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	Samsung DA (KOLs), Hennessy Project, MARICO - X-Men Boss (Social Media) Project	2.6		2.6	19
2	3	Ogilvy	Nanoco Project, Hung Thinh Project	1.0		1.0	10
3	2	Dentsu	CPG Client	0.7		0.7	1
4	4	Wunderman Thompson	FMCG Client	0.6		0.6	3
5	7	Saatchi & Saatchi	Finance Client	0.2		0.2	3
					2021 (Jan-Apr):	5.1	36
					2020 (Jan-Apr):	2.1	33
					YoY Comparison:	142.4%	9.1%

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2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Apr 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	-	PHD	IKEA	0.20		0.20	1
4	3	MediaCom	Masterise Homes	0.13		0.13	1
					2021 (Jan-Apr):	1.5	5
					2020 (Jan-Apr):	0.2	2

2021 Creative & Media ((Jan- Apr))	6.5	41
2020 Creative & Media ((Jan- Apr))	2.3	35
YoY Comparison:	188.0%	17.1%

YoY Comparison:

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.