



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 Think 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%

