

## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / May 2021

RANK THIS Month	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD Sm)	No.of Wins
1	1	VMLY&R	J&T Express Project, HMD Global - Nokia (Digital) Project, Panasonic (Digital) Project	2.7		2.7	22
2	2	Ogilvy	Nanoco Project, Hung Thinh Project	1.0		1.0	10
3	3	Dentsu	CPG Client	0.7		0.7	1
4	4	Wunderman Thompson	FMCG Client	0.6		0.6	3
5	5	Saatchi & Saatchi	Finance Client	0.2		0.2	3
6	7	BBDO	Bobby Project, OPPO Project	0.0		0.0	2

2021 (Jan-May	): 5.2	41
2020 (Jan-May	): 2.1	37
YoY Comparison	<mark>:: 146.1%</mark>	10.8%

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## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

## Vietnam / May 2021

RANK THIS Month	RANK LAST MONTH	AGENCY	<b>RECENT WINS</b>	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	PHD	IKEA	0.20		0.20	1
4	4	MediaCom	Masterise Homes	0.13		0.13	1

2021 (Jan-May):	1.5	5
2020 (Jan-May):	0.2	2
YoY Comparison:		

2021 Creative & Media ((Jan- May))	6.7	46
2020 Creative & Media ((Jan- May))	2.3	39
YoY Comparison:	190.9%	17.9%

## 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.