



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Jun 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	Estee Lauder AOR for MAC & Clinique, XOR, Lalamove, Masterise Homes, Techcombank	0.48		0.48	5
3	7	Spark Foundry	FMCG Client	0.40		0.40	1
4	5	dentsu X	Toshiba Project, DAIKIN Project, Kohler Project	0.34		0.34	11
5	3	PHD	IKEA	0.20		0.20	1
6	4	MediaCom	Masterise Homes	0.1		0.1	1
2021 (Jan-Jun):						2.3	20
2020 (Jan-Jun):						0.2	4
YoY Comparison:						951.9%	400.0%
2021 Creative & Media ((Jan-Jun))						8.4	79
2020 Creative & Media ((Jan-Jun))						3.4	55
YoY Comparison:						149.9%	43.6%

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.