R3 WORLDWIDE

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Jul 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	COZY (Digital) Project, Penod Ricard - Imperial blue (Digital)	2.7		2.7	28
2	2	Ogilvy	Castrol Project, Nestle, Unilever, Novartis	1.6		1.6	19
3	4	Wunderman Thompson	FMCG Client	0.9		0.9	4
4	3	Dentsu	CPG Client	0.7		0.7	1
5	5	DDB	Panasonic Project, Unilever Project, Techcombank Project, Bobby Project	0.5		0.5	5
6	6	Saatchi & Saatchi	Finance Client	0.2		0.2	3
7	7	Isobar	Hanoi Telecom Project,J&T Vietnam Project	0.1		0.09	5
					2021 (Jan-Jul):	6.7	65
					2020 (Jan-Jul):	3.4	61
					YoY Comparison:	95.7%	6.6%

R3 WORLDWIDE

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Jul 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	6	MediaCom	Masterise Homes	0.85		0.85	2
2	1	Wavemaker	Masan	0.75		0.75	1
3	2	Mindshare	Estee Lauder AOR for MAC & Clinique, XOR, Lalamove, Masterise Homes, Techcombank	0.48		0.48	5
4	3	Spark Foundry	FMCG Client	0.40		0.40	1
5	4	dentsu X	Toshiba Project, DAIKIN Project, Kohler Project	0.34		0.34	11
6	5	PHD	IKEA	0.2		0.2	1

2021 (Jan-Jul):	3.0	21
2020 (Jan-Jul):	0.6	7
YoY Comparison:	399.5%	200.0%

2021 Creative & Media ((Jan-Jul))	9.7	86
2020 Creative & Media ((Jan-Jul))	4.0	68
YoY Comparison:	141.5%	26.5%

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.