

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Aug 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	VIVO, VPBank, Castrol Project, Temasek Holdings, Nestle, Unilever, Novartis	1.7		1.7	22
3	3	Wunderman Thompson	FMCG Client	0.9		0.9	4
4	4	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	0.3		0.3	4
7	7	Isobar	Hanoi Telecom Project,J&T Vietnam Project	0.1		0.09	5

2021 (Jan-Aug):	6.8	69
2020 (Jan-Aug):	3.4	61
YoY Comparison:	100.9%	13.1%

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2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Aug 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	3	Mindshare	Unilever, Estee Lauder AOR for MAC & Clinique, XOR, Lalamove	2.98		2.98	6
2	1	MediaCom	Masterise Homes	0.85		0.85	2
3	2	Wavemaker	Masan	0.75		0.75	1
4	4	Spark Foundry	FMCG Client	0.40		0.40	1
5	5	dentsu X	Toshiba Project, DAIKIN Project, Kohler Project	0.34		0.34	11
6	6	PHD	IKEA	0.2		0.2	1
					2021 (Jan-Aug):	5.5	22

2020 (Jan-Aug):	0.6	7
YoY Comparison:	813.6%	214.3%

2021 Creative & Media ((Jan- Aug))	12.4	91
2020 Creative & Media ((Jan- Aug))	4.0	68
YoY Comparison:	208.2%	33.8%

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.

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