

## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Sep 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	VMLY&R	COZY (Digital) Project, Penod Ricard - Imperial blue (Digital)	2.7		2.7	28
2	2	Ogilvy	Micoem, VIVO, VPBank, Castrol Project, Temasek Holdings	2.1		2.1	25
3	3	Wunderman Thompson	FMCG Client	0.9		0.9	4
4	7	Isobar	Vifon Joint Stock Company Project, GO VIET Technology Trading Company Limited Project	0.7		0.7	24
5	4	Dentsu	CPG Client	0.7		0.7	1
6	5	DDB	Unilever Project, Panasonic Project, Unilever Project, Techcombank Proiect. Bobby Project	0.5		0.5	6
7	6	Saatchi & Saatchi	Finance Client	0.4		0.36	5

2021 (Jan-Sep)	8.0	93
2020 (Jan-Sep)	: 4.6	81
YoY Comparison	73.7%	14.8%



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Sep 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	Mindshare	Unilever, Estee Lauder AOR for MAC & Clinique, XOR, Lalamove	6.92		6.92	6
2	2	MediaCom	Masterise Homes	0.85		0.85	2
3	3	Wavemaker	Masan	0.75		0.75	1
4	5	dentsu X	Air New Zealand, SUZUKI VIETNAM Project, Bluestone	0.41		0.41	19
5	4	Spark Foundry	FMCG Client	0.40		0.40	1
6	6	PHD	IKEA	0.2		0.2	1

2021 (Jan-Sep):	9.5	30
2020 (Jan-Sep):	0.6	8
YoY Comparison:	1455.6%	275.0%

2021 Creative & Media ((Jan- Sep))	17.5	123
2020 Creative & Media ((Jan- Sep))	5.2	89
YoY Comparison:	235.9%	38.2%

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.