R3 WORLDWIDE

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Nov 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	Pfizer, Medtronic, Syngenta, Nestlé	2.2		2.2	29
3	3	Wunderman Thompson	FMCG Client	0.9		0.9	4
4	4	Isobar	Vifon Joint Stock Company Project, GO VIET Technology Trading Company Limited Project	0.7		0.7	24
5	5	Dentsu	CPG Client	0.7		0.7	1
6	6	DDB	Unilever Project	0.6		0.6	10
7	7	Saatchi & Saatchi	Finance Client	0.4		0.36	5
					2021 (Jan-Nov):	8.2	104
					2020 (Jan-Nov):	5.3	88
					YoY Comparison:	56.1%	18.2%

R3 WORLDWIDE

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Nov 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	Nestle, Unilever, Estee Lauder AOR for MAC & Clinique, XOR, Lalamove	6.96		6.96	7
2	2	MediaCom	Masterise Homes	0.85		0.85	2
3	3	Wavemaker	Masan	0.80		0.80	2
4	4	dentsu X	Air New Zealand, Suzuki Project, Bluestone	0.41		0.41	19
5	5	Spark Foundry	FMCG Client	0.40		0.40	1
6	6	PHD	IKEA, Chanel	0.2		0.2	2

2021 (Jan-Nov):	9.7	33
2020 (Jan-Nov):	1.1	17
YoY Comparison:	788.1%	94.1%

2021 Creative & Media ((Jan-Nov))	17.9	137
2020 Creative & Media ((Jan-Nov))	6.4	105
YoY Comparison:	180.9%	30.5%

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.