R3 WORLDWIDE

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Dec 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)	4.9		4.9	28
2	2	Ogilvy	Pfizer, Medtronic, Syngenta, Nestlé	2.2		2.2	29
3	5	Dentsu	CPG Client	1.6		1.6	9
4	4	Isobar	Vifon Joint Stock Company Project, GO VIET Technology Trading Company Limited Project	1.0		1.0	27
5	3	Wunderman Thompson	FMCG Client	0.9		0.9	4
6	6	DDB	Unilever Project	0.6		0.6	10
7	7	Saatchi & Saatchi	Finance Client	0.4		0.36	5

2021 (Jan-Dec):	11.5	115
2020 (Jan-Dec):	6.1	112
YoY Comparison:	90.0%	2.7%

R3 WORLDWIDE

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Dec 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	5	Spark Foundry	FMCG Client	0.45		0.45	2
5	4	dentsu X	Air New Zealand, Suzuki Project, Bluestone	0.41		0.41	19
6	6	PHD	IKEA, Chanel	0.2		0.2	2

2021 (Jan-Dec):	9.7	34
2020 (Jan-Dec):	2.9	37
YoY Comparison:	231.2%	-8.1%

2021 Creative & Media ((Jan-Dec))	21.2	149
2020 Creative & Media ((Jan-Dec))	9.0	149
YoY Comparison:	136.0%	0.0%

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.