

## **2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE**

Vietnam / Jan 2022

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	2	Ogilvy	Unilever, Carlsberg, Pfizer	0.1		0.1	4
2	1	VMLY&R	Abbott - Pediasure,Carlsberg, Tinder Project	0.1		0.1	4
					2022(Jan)	0.2	8
					<b>2021</b> (Jan)	2.5	6
					YoY Comparison:	-93.3%	33.3%

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## **2022 MEDIA AGENCIES NEW BUSINESS LEAGUE**

Vietnam / Jan 2022

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	2	MediaCom	Vinamilk Planning & Digital, Go-Jek	1.08		1.08	2
2	1	Mindshare	NUTIFOOD	0.80		0.80	1
					2022(Jan)	1.9	3
					2021(Jan)	0.5	3
					YoY Comparison:	268.2%	0.0%
					,		
					2022 Creative & Media (Jan)	2.0	11
					2021 Creative & Media (Jan)	3.0	9
METHODOLOGY					YoY Comparison:	-32.1%	22.2%

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.