



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
							2021(Jan)	2.5	6
							YoY Comparison:	-93.3%	33.3%

