

## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Feb 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	VMLY&R	Vinamilk ADM Project, Palmolive (Colgate) Project	0.2		0.2	6
2	1	Ogilvy	Unilever, Carlsberg, Pfizer, Phenikaa	0.2		0.2	5
						2022(Jan-Feb)	0.3 11
						2021(Jan-Feb)	2.5 12
						YoY Comparison:	-86.3% -8.3%

## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Feb 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	1	MediaCom	Vinamilk Planning & Digital, Go-Jek	3.38		3.38	2
2	2	Mindshare	NUTIFOOD	0.80		0.80	1
						2022(Jan-Feb)	4.2 3
						2021(Jan-Feb)	1.3 4
						YoY Comparison:	231.6% -25.0%
						2022 Creative & Media (Jan-Feb)	4.5 14
						2021 Creative & Media (Jan-Feb)	3.8 16
						YoY Comparison:	19.0% -12.5%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.