

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Mar 2022

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD Sm)	No.of Wins
1	3	Dentsu	Honda Vietnam Co., Ltd. Project, Herbalife Vietnam Project	4.3		4.3	55
2	1	VMLY&R	Palmolive (Colgate) (KV) Project, Techcombank 2022	0.6		0.6	8
3	2	Ogilvy	MSD, Unilever, Carlsberg, Pfizer, Phenikaa	0.2		0.2	6

 2022(Jan-Mar)	5.2	69
2021(Jan-Mar)	4.2	27
YoY Comparison:	23.3%	155.6%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Mar 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	GoCar, Vinamilk Planning & Digital, Go-Jek	3.45		3.45	3
2	2	Mindshare	NUTIFOOD	0.80		0.80	1
3	-	iProspect	Philips Singapore Pte Ltd. Hayat Kimya Project, Tefal Vietnam	0.29		0.29	8
4	-	Carat	Heineken Vietnam Brewery Limited Company	0.16		0.16	3
5	3	Wavemaker	FWD Life Insurance Corporation	0.05		0.05	1

2022(Jan-Mar)	4.8	16
2021(Jan-Mar)	1.3	4
YoY Comparison:	277.1%	300.0%

2022 Creative & Media (Jan- Mar)	9.9	85
2021 Creative & Media (Jan- Mar)	5.5	31
YoY Comparison:	82.0%	174.2%

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 R0I.