

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

Vietnam / Apr 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	Dentsu	Honda Vietnam Co., Ltd. Project, Herbalife Vietnam Project	4.3		4.3	55
2	2	VMLY&R	Ariston (Digital), TopenLand (IMC) Project, TP Bank (Strategy & Creative) Project	0.9		0.9	12
3	3	Ogilvy	MSD, Unilever, Carlsberg, Pfizer, Phenikaa	0.2		0.2	6
					2022(Jan-Apr )	5.4	73
					2021(Jan-Apr )		
					YoY Comparison:	#DIV/0!	#DIV/0!

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

Vietnam / Apr 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	1	MediaCom	GoCar, Vinamilk Planning & Digital, Go-Jek	3.45		3.45	3
2	2	Mindshare	NUTIFOOD	0.80		0.80	1
3	3	iProspect	Philips Singapore Pte Ltd. Hayat Kimya Project, Tefal Vietnam	0.29		0.29	8
4	4	Carat	Heineken Vietnam Brewery Limited Company	0.16		0.16	3
5	5	Wavemaker	Shiseido, FWD Life Insurance Corporation	0.11		0.11	2
					2022(Jan-Apr )	4.8	17
					2021(Jan-Apr )	1.3	4
					YoY Comparison:	281.9%	325.0%
					2022 Creative & Media (Jan-Apr	10.2	90
					2021 Creative & Media (Jan-Apr	1.3	4
					YoY Comparison:	710.1%	2150.0%

## 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 Apr keting R0I.