



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Jun 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	Masan Consumer, Hoa Phat Project, NUTIFOOD	1.13		1.13	3
3	3	Wavemaker	Danone, Shiseido, FWD Life Insurance Corporation	0.36		0.36	3
4	4	iProspect	Nestlé Vietnam Ltd., Philips Singapore Pte Ltd. Hayat Kimya Proiect. Tefal Vietnam	0.36		0.36	12
5	7	dentsu X	Rohto, Acecook Vietnam Joint Stock Company, Fujifilm	0.32		0.32	13
6	5	Carat	Heineken Vietnam Brewery Limited Company	0.2		0.2	3

2022(Jan-Jun)	5.8	37
2021(Jan-Jun)	2.3	20
YoY Comparison:	151.0%	85.0%

2022 Creative & Media (Jan-Jun)	15.4	151
2021 Creative & Media (Jan-Jun)	8.4	79
YoY Comparison:	82.8%	91.1%

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 ROI.