



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Jul 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	The Procter & Gamble Company Project, VNPAY Project	7.0		7.0	78
2	2	VMLY&R	Everpia JSC - brand Everon Project, Bluestone (strategy & creative) Project, Ariston (Digital)	1.1		1.1	14
3	9	Saatchi & Saatchi	TOPCAKE, Skechers	1.0		1.0	5
4	3	Ogilvy	Nestlé, Sabeco Vietnam	0.7		0.7	15
5	5	Publicis Worldwide	Mitsubishi Group Project	0.5		0.5	2
6	4	Isobar	Vifon Joint Stock Company Project, Vietmap VN Project	0.4		0.4	10
7	11	Leo Burnett	Unilever	0.2		0.20	1

2022(Jan-Jul) 10.8 125

2021(Jan-Jul) 6.7 65

YoY Comparison: 62.6% 92.3%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Jul 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	Nestle Vietnam, Masan Consumer, Hoa Phat Project, NUTIFOOD	3.13		3.13	4
3	-	Zenith	L'Oreal	0.40		0.40	1
4	4	iProspect	Nestlé Vietnam Ltd., Philips Singapore Pte Ltd. Hayat Kimya Project, Tefal Vietnam	0.36		0.36	12
5	7	dentsu X	Rohto, Acecook Vietnam Joint Stock Company, Fujifilm	0.32		0.32	13
6	6	Spark Foundry	Red Bull	0.2		0.2	1
7	5	Carat	Heineken Vietnam Brewery Limited Company	0.2		0.2	3
8	9	Starcom	Alcohol Client	0.2		0.2	1

2022(Jan-Jul)	8.1	41
2021(Jan-Jul)	3.0	21
YoY Comparison:	169.4%	95.2%

2022 Creative & Media (Jan-Jul)	19.0	166
2021 Creative & Media (Jan-Jul)	9.7	86
YoY Comparison:	95.9%	93.0%

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 ROI.