



## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / Apr 2015

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 Project, Sapporo Project, Acecook Project	1.22	Pharmaceutical Client	1.20	13
2	2	Ogilvy	Vingroup Project, ANCO Project	1.14	Viettel Project	1.09	4
3	5=	Leo Burnett	Samsung Project	0.72		0.71	4
4	4	Lowe	FrieslandCampina YoMost, Knorr Project, Viettel Project	0.18		0.18	10
5	3	TBWA	Abbott Project, Aeonmall Project	0.17		0.17	10
6	5=	Y&R	Vietnam Mobile Project	0.08		0.08	1
7	5	DDB	TP Bank Project, Nissan Navara Project	0.07		0.07	3
8=	5=	Saatchi & Saatchi		0.00		0.00	0
8=	5=	JWT		0.00		0.00	0
8=	5=	Bates		0.00		0.00	0
8=	5=	Publicis		0.00		0.00	0
8=	5=	Havas Worldwide		0.00		0.00	0
8=	5=	FCB		0.00		0.00	0
8=	5=	BBDO		0.00		0.00	0
8=	5=	Grey Group		0.00		0.00	0
						3.5	45

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / Apr 2015

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	PHD	SC Johnson(Planning), Unilever(Search)	0.3		0.28	2
2	2	MEC	Masan	0.2		0.18	1
3	4=	Carat	Dulux, Fisherman's Friend	0.1		0.09	5
4	3	Dentsu Media	Manufacture Client	0.0		0.01	1
5=	4=	MediaCom		0.0		0.00	0
5=	4=	Starcom MediaVest		0.0		0.00	0
5=	4=	OMD		0.0		0.00	0
5=	4=	Mindshare		0.0		0.00	0
5=	4=	Initiative		0.0		0.00	0
5=	4=	Havas Media		0.0		0.00	0
11	11	ZenithOptimedia	Lazada, Masan(Digital), Mead Johnson(SEO), Nestle(Search)	0.1	Masan	-0.03	4
12	12	Maxus		0.0	SC Johnson(Planning)	-0.25	0
						0.3	13

### METHODOLOGY

The R3 New Business League has been compiled each of the last 152 months using data supplied by 26 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 for clients across the region.

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