

CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam/ May 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	1	Dentsu	Yamaha Project, Toyota Project, Kao Project, Fumakilla Project	1.23		1.23
2	6	Leo Burnett	Canon Project	0.55		0.47
3	2	Ogilvy	Jadovie Project, FV Project	0.46		0.46
4	3	JWT	Technology Client	0.29		0.29
5	4	Y&R	VP Bank, Revlon, Ansell Project	0.23		0.13
6	5	TBWA	Kimberly-Clark Project, Calofic Project, Masan Project	0.11	Pham Nguyen	0.10
7	7	DDB	TP Bank	0.04		0.04
8=	8=	Lowe		0.00		0.00
8=	8=	BBDO		0.00		0.00
8=	8=	Bates		0.00		0.00
8=	8=	Publicis		0.00		0.00
8=	8=	Havas Worldwide		0.00		0.00
8=	8=	DraftFCB		0.00		0.00
8=	8=	Saatchi & Saatchi		0.00		0.00
15	8=	Grey Group		0.00	P&G Project	(0.05)

MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam/ May 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	1	ZenithOptimedia	Canon, Masan, Perfetti, ADIVA (TTP)	0.74		0.74
2	2	Maxus	Wonderfarm, TP Bank	0.30		0.30
3	3	MEC	Grand Ho Tram, Big Cola	0.17		0.17
4	5	OMD	A&T,Huawei Project	0.16		0.16
5	4	Carat	Mondelez, Mastercard	0.23	Grand Ho Tram	0.13
6	6	PHD	Piaggio	0.04		0.04
7	7	Mindshare	Volvo	0.10	Mondelez	0.02
8=	8=	MediaCom		0.00		0.00
8=	8=	Havas Media		0.00		0.00
8=	8=	Initiative		0.00		0.00
8=	8=	Starcom MediaVest		0.00		0.00
12	8=	Dentsu Media		0.00	Canon	(0.08)

The R3 New Business League has been compiled each of the last 141 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 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 ROI for clients across the region.