

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / May 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 | Shiseido Project, Honda Project, Sapporo Project, Acecook Project | 1.29 | Pharmaceutical Client | 1.29 | 15 |
| 2 | 2 | Ogilvy | Vingroup Project, ANCO Project | 1.14 | Viettel Project | 1.09 | 4 |
| 3 | 3 | Leo Burnett | Samsung Project | 0.72 | | 0.71 | 5 |
| 4 | 4 | Lowe | FrieslandCampina YoMost, Knorr Project, Viettel Project | 0.18 | | 0.18 | 10 |
| 5 | 5 | TBWA | Abbott Project, Aeonmall Project | 0.17 | | 0.17 | 10 |
| 6- | 6 | Y&R | Nutifood Project, Vietnam Mobile Project | 0.15 | | 0.15 | 2 |
| 6- | 7 | DDB | Phenikaa, TP Bank Project, Nissan Navara Project | 0.15 | | 0.15 | 5 |
| 8- | 8= | Saatchi & Saatchi | | 0.00 | | 0.00 | 0 |
| 8- | 8= | JWT | | 0.00 | | 0.00 | 0 |
| 8- | 8= | Bates | | 0.00 | | 0.00 | 0 |
| 8- | 8= | Publicis | | 0.00 | | 0.00 | 0 |
| 8- | 8= | Havas Worldwide | | 0.00 | | 0.00 | 0 |
| 8- | 8= | FCB | | 0.00 | | 0.00 | 0 |
| 8- | 8= | BBDO | | 0.00 | | 0.00 | 0 |
| 8- | 8= | Grey Group | | 0.00 | | 0.00 | 0 |
| | | | | | | 3.7 | 51 |

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / May 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) | 0.4 | | 0.37 | 4 |
| 2 | 2 | MEC | Masan | 0.2 | | 0.18 | 1 |
| 3 | 5= | Mindshare | Pizza Hut | 0.2 | | 0.15 | 1 |
| 4 | 11 | ZenithOptimedia | Lazada, Masan(Digital), Mead Johnson(SEO), UNZA(buying) | 0.3 | Masan | 0.08 | 5 |
| 5 | 4 | Dentsu Media | Nissin Project, Acecook Project | 0.1 | | 0.07 | 4 |
| 6 | 3 | Carat | Dulux, Fisherman's Friend | 0.1 | | 0.06 | 4 |
| 7- | 5= | MediaCom | | 0.0 | | 0.00 | 0 |
| 7- | 5= | Starcom MediaVest | | 0.0 | | 0.00 | 0 |
| 7- | 5= | OMD | | 0.0 | | 0.00 | 0 |
| 7- | 5= | Initiative | | 0.0 | | 0.00 | 0 |
| 7- | 5= | Havas Media | | 0.0 | | 0.00 | 0 |
| 12 | 12 | Maxus | | 0.0 | SC Johnson(buying) | -0.30 | 0 |
| | | | | | | 0.6 | 19 |

METHODOLOGY

The R3 New Business League has been compiled each of the last 153 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.

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