

## 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](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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