

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / June 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	3	Leo Burnett	Samsung Project, Super Curved TV Project	1.45	FrieslandCampina YoMost	1.44	8
2	1	Dentsu	Shiseido Project, Vincom Retail Project, Toyota Project	1.45	Pharmaceutical Client	1.37	17
3	2	Ogilvy	Vingroup Project, ANCO Project	1.14	Viettel Project	1.09	4
4	6=	Y&R	Bel - The Laughing Cow, Nutifood Project, Vietnam Mobile Project	0.45		0.45	3
5	5	TBWA	Abbott Project, Aeonmall Project	0.17		0.17	10
6	6=	DDB	Phenikaa, TP Bank Project, Nissan Navara Project	0.15		0.15	5
7	8=	JWT		0.06		0.06	1
8=	8=	Saatchi & Saatchi		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
15	4	Lowe	FrieslandCampina YoMost, Knorr Project, Viettel Project	0.18	Bel - The Laughing Cow	-0.13	10
						4.6	58

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / June 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	3	Mindshare	Pizza Hut	0.2		0.15	1
4	6	Carat	JetStar, Garnier Men, Dulux, Fisherman's Friend	0.1		0.09	6
5	4	ZenithOptimedia	Lazada, Masan(Digital), Mead Johnson(SEO), UNZA(buying)	0.3	Masan	0.08	5
6	5	Dentsu Media	Nissin Project, Acecook Project	0.1		0.07	4
7-	7=	MediaCom		0.0		0.00	0
7-	7=	Starcom MediaVest		0.0		0.00	0
7-	7=	OMD		0.0		0.00	0
7-	7=	Initiative		0.0		0.00	0
7-	7=	Havas Media		0.0		0.00	0
12	12	Maxus		0.0	SC Johnson(buying)	-0.30	0
						0.6	21

METHODOLOGY

The R3 New Business League has been compiled each of the last 154 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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