

Creative New Business League(Vietnam) – Apr 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1=	1	Ogilvy	State Bank of Vietnam, Sony, VP Bank, Masan Group	0.5		0.5
1=	2	TBWA	H.J. Heinz, Heinz/Sauces, Animals Asia	0.5		0.5
3=	3=	Dentsu	Hitachi	0.1		0.1
3=	3=	DDB	Trung Nguyen, PV Oil	0.1		0.1
3=	5=	Lowe	Style TV	0.1		0.1
6=	5=	Leo Burnett	Oishi (snack), FrieslandCampina	0.3	Sony	0.0
6=	5=	JWT		0.0		0.0
6=	5=	Grey Group		0.0		0.0
6=	5=	BBDO		0.0		0.0
6=	5=	Euro RSCG		0.0		0.0
6=	5=	Saatchi and Saatchi		0.0		0.0
6=	5=	Publicis		0.0		0.0
6=	5=	DraftFCB		0.0		0.0
6=	5=	Bates		0.0		0.0

Media New Business Scoreboard(Vietnam) –Apr 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1=	1=	ZenithOptimedia	United Pharma, Food Client, Financial Client	0.5		0.5
2	1=	MediaCom	Vina Milk	0.3		0.3
3=	3=	Maxus		0.0		0.0
3=	3=	Carat		0.0		0.0
3=	3=	MEC		0.0		0.0
3=	3=	PHD		0.0		0.0
3=	3=	Starcom MediaVest		0.0		0.0
8	8	Mindshare	Bayer	0.3	Beeline	(0.1)

CREATIVE AGENCIES

Ogilvy maintained the top position on the back of previous wins. TBWA went to the top position, snapping H.J. Heinz, Heinz/sauces and Animals Asia. Dentsu, Lowe and DDB shared the third place.

MEDIA AGENCIES

ZenithOptimedia dominated Top 1 securing United Pharma while MediaCom went to the second.

METHODOLOGY

The R3 New Business League has been compiled each of the last 92 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.

