

Creative New Business League(Vietnam) –Apr 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	TBWA	Kraft, VNPT	1.23	Bayer	1.15
2	2	BBDO	Blackberry Asia Pacific, Miranda (PepsiCo)	0.22		0.22
3	3	Grey Group	Coca Cola Minute Maid	0.20		0.20
4	4	Publicis	Nestle Nestea, AFC Kinh D	0.15		0.15
5	6=	DDB	Abbott Similac Mom	0.05		0.05
6	5	Y&R	Yahoo! Southeast Asia	0.04		0.04
7	6=	Euro RSCG	Bosch Brand Asia Pacific	0.03		0.03
8=	6=	Bates		0.00		0.00
8=	6=	Leo Burnett		0.00		0.00
8=	6=	DraftFCB		0.00		0.00
8=	6=	JWT		0.00		0.00
8=	6=	Lowe		0.00		0.00
8=	6=	Saatchi and Saatchi		0.00		0.00
8=	6=	Dentsu		0.00		0.00
15	15	Ogilvy		0.00	Yahoo! Southeast Asia	(0.04)

Media New Business League(Vietnam) –Apr 2011

RANK THIS MONTH	RANK LAST MONT	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	3=	Starcom MediaVest	Carlsberg	0.05		0.05
2	1	ZenithOpti media	American Standard	0.03		0.03
3	2	MEC	MegaWeCare	0.02		0.02
4=	3=	MediaCom		0.00		0.00
4=	3=	Maxus		0.00		0.00
4=	3=	Carat		0.00		0.00
4=	3=	PHD		0.00		0.00
4=	3=	Mindshare		0.00		0.00
9	3=	OMD		0.00	Carlsberg	(0.05)

CREATIVE AGENCIES

TBWA kept on top spot, followed by BBDO. Grey and Publicis made up the top four.

MEDIA AGENCIES

Starcom jumped to top spot on the back of excellent Carlsberg win. ZenithOptimedia and MEC made up the top three.

METHODOLOGY

The R3 New Business League has been compiled each of the last 104 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.

