

## Creative New Business League(Vietnam) –August 2011

| <b>RANK<br/>THIS<br/>MONTH</b> | <b>RANK<br/>LAST<br/>MONTH</b> | <b>AGENCY</b>                  | <b>Recent Wins</b>                                       | <b>Estimated YTD<br/>Revenue<br/>(US\$m)</b> | <b>Recent Losses</b>     | <b>Overall YTD<br/>Revenue<br/>(US\$m)</b> |
|--------------------------------|--------------------------------|--------------------------------|--|--|--------------------------|--|
| <b>1</b>                       | <b>1</b>                       | <b>TBWA</b>                    | ATI Telecom, Kimberly- Clark, P&G                        | 1.84   | BAT                      | 1.56                                       |
| <b>2</b>                       | <b>5</b>                       | <b>Bates</b>                   | Diageo, Smirnoff, Ausdoor                                | 0.46   |                          | 0.46                                       |
| <b>3</b>                       | <b>2</b>                       | <b>DDB</b>                     | Vietnam Brewery Project,<br>Vinamilk, Abbott Similac Mom | 0.35   |                          | 0.35                                       |
| <b>4</b>                       | <b>11=</b>                     | <b>Lowe</b>                    | Total Lubricants, Vinh Hao, TOA<br>Paints                | 0.30   |                          | 0.30                                       |
| <b>5</b>                       | <b>3</b>                       | <b>BBDO</b>                    | Blackberry Asia Pacific, Miranda<br>(PepsiCo)            | 0.22   |                          | 0.22                                       |
| <b>6</b>                       | <b>4</b>                       | <b>Grey Group</b>              | Coca Cola Minute Maid                                    | 0.20   |                          | 0.20                                       |
| <b>7</b>                       | <b>6</b>                       | <b>Publicis</b>                | Nestle Nestea, AFC Kinh D                                | 0.15   |                          | 0.15                                       |
| <b>8=</b>                      | <b>8</b>                       | <b>Leo Burnett</b>             | Masan Group  | 0.12   |                          | 0.12                                       |
| <b>8=</b>                      | <b>7</b>                       | <b>Y&amp;R</b>                 | Yahoo! Southeast Asia                                    | 0.12   |                          | 0.12                                       |
| <b>10</b>                      | <b>11=</b>                     | <b>JWT</b>                     |  | 0.05   |                          | 0.05                                       |
| <b>11</b>                      | <b>9</b>                       | <b>Euro RSCG</b>               | Bosch Brand Asia Pacific                                 | 0.03   |                          | 0.03                                       |
| <b>12</b>                      | <b>10</b>                      | <b>Dentsu</b>                  | Chelsea Football Club Southeast<br>Asia                  | 0.02   |                          | 0.02                                       |
| <b>13=</b>                     | <b>11=</b>                     | <b>DraftFCB</b>                |  | 0.00   |                          | 0.00                                       |
| <b>13=</b>                     | <b>11=</b>                     | <b>Saatchi and<br/>Saatchi</b> |  | 0.00   |                          | 0.00                                       |
| <b>15</b>                      | <b>15</b>                      | <b>Ogilvy</b>                  |  | 0.00   | Yahoo! Southeast<br>Asia | <b>-0.04</b>                               |

## Media New Business League(Vietnam) –August 2011

| RANK THIS MONTH | RANK LAST MONT | AGENCY            | Recent Wins                                 | Estimated YTD Revenue (US \$m) | Recent Losses     | Overall YTD Revenue (US \$m) |
|-----------------|----------------|-------------------|---|--------------------------------|-------------------|------------------------------|
| 1               | 9              | OMD               | Sony Asia Pacific                           | 0.25                           | Carlsberg         | 0.20                         |
| 2               | 4=             | MediaCom          | Vinamilk, Truongxua                         | 0.18                           |                   | 0.18                         |
| 3               | 2              | ZenithOptimedia   | Vinasoy, RIM, American Standard             | 0.10                           |                   | 0.10                         |
| 4               | 1              | Starcom MediaVest | Carlsberg                                   | 0.05                           |                   | 0.05                         |
| 5=              | 4=             | Maxus             |   | 0.00                           |                   | 0.00                         |
| 5=              | 4=             | PHD               |   | 0.00                           |                   | 0.00                         |
| 5=              | 4=             | Mindshare         |   | 0.00                           |                   | 0.00                         |
| 5=              | 4=             | Carat             |   | 0.00                           |                   | 0.00                         |
| 9               | 3              | MEC               | Anh Rang Group, Lowe & Partners, MegaWeCare | 0.03                           | Sony Asia Pacific | -0.22                        |

### CREATIVE AGENCIES

TBWA maintained top spot, securing ATI Telecom and Kimberly- Clark. Bates jumped to second position on the back of strong Diageo win, followed by DDB. Lowe was fastest mover this month, picking up Total Lubricants, Vinh Hao and TOA Paints.

### MEDIA AGENCIES

OMD won excellent Sony Asia Pacific new business, and jumped to top spot. MediaCom was placed second on the back of Vinamilk and Truongxua wins. ZenithOptimedia and Starcom made up the rest of the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 108 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.

