

Creative New Business League(Vietnam) – Dec 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	JWT	Vietnamese telco MobiFone	1.0		1.0
2=	2=	DDB	Volkswagen, ANZ, Nova Group	0.6		0.6
2=	2=	Grey Group	Vinaphone, TNT, Samsung Mobile	0.6		0.6
4=	4=	Ogilvy	UPS Asia Pacific, Diageo - Baileys RM portfolio	0.4		0.4
4=	4=	BBDO	Panasonic Asia Pacific, KFC	0.4		0.4
6	6	Lowe	Prudential, Vaseline	0.5	Surf Asia Pacific	0.3
7	7	Leo Burnett	Philippine Airlines Global	0.1		0.1
8=	8=	Euro RSCG	Jacob's Creek Global	0.0		0.0
8=	8=	Saatchi and Saatchi		0.0		0.0
8=	8=	Publicis		0.0		0.0
8=	8=	DraftFCB		0.0		0.0
8=	8=	TBWA		0.0		0.0
13	13	Bates	Asia Food, Olay	0.1	Vietnamese telco MobiFone	(0.9)

Media New Business Scoreboard(Vietnam) –Dec 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Mindshare	Groupe SEB - Tefal, Regus, North West Airlines	0.8		0.7
2	2	Maxus	Titan, Diageo, THP	0.5	Calofic	0.4
3	3	Carat	Nokia	0.3		0.3
4	4	MEC	STB Global, Singapore Airlines Global	0.2		0.2
5=	5=	PHD	HP Asia Pacific	0.1		0.1
5=	5=	MediaCom	Masan Group	0.3	Nokia	0.1
7=	7=	ZenithOpti media	Piaggio	0.1	HP Asia Pacific	0.0
7=	7=	Starcom MediaVest		0.0		0.0

CREATIVE AGENCIES

JWT finished the year on top on the back of massive Vietnamese telco MobiFone win. DDB and Grey shared the second place. DDB had won Volkswagen and ANZ. Grey had won Vinaphone and Bayer

MEDIA AGENCIES

Mindshare finished the year on top with several wins including Groupe SEB and North West Airlines. Maxus ranked the second on the back of massive THP win. Carat and MEC finished third and fourth respectively.

METHODOLOGY

The R3 New Business League has been compiled each of the last 88 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.

