

Creative New Business League(Vietnam) –Dec 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	2	Bates	Arla Foods, Vietnam Post and Telecommunications	0.90		0.90
2	1	TBWA	Standard Chartered Bank, DELL, HP, Kraft Foods	1.16	Unilever Rexona	0.84
3	3	BBDO	AsiaRooms.com, JNJ Baby	0.52		0.52
4	4=	Ogilvy	State Bank of Vietnam, Sony, VP Bank, Masan Group	0.54	Panadol	0.44
5	4=	DDB	Ciba Vision, PNJ, Dong A Food	0.37		0.37
6=	6=	Leo Burnett	HOLCIM, Oishi (snack), FrieslandCampina	0.60	Sony	0.30
6=	6=	Publicis	Bitexco Financial Tower	0.30		0.30
6=	6=	DraftFCB	Nivea	0.30		0.30
9=	9=	JWT	VNPost	0.20		0.20
9=	9=	Lowe	Vietnamobile, Chivas Regal 12, Total Lubricants	0.70	JNJ Baby	0.20
9=	9=	Grey Group	Rafaeli Group, Abbott, Nhon Trach City Center	0.20		0.20
9=	9=	Saatchi and Saatchi	Carlsberg, Hanoi Beer	0.20		0.20
13	13=	Dentsu	Hitachi	0.10		0.10
14	13=	Y&R	LG Vina Cosmetics	0.05		0.05
15	15	Euro RSCG		0.00		0.00

Media New Business League(Vietnam) –Dec 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	Nippon Paints, United Pharma	0.52		0.52
2	2	MediaCom	Vina Milk	0.30		0.30
3	3	MEC	Citibank, DHL	0.06		0.06
4	4=	OMD	Wyeth S-26, Thien Long	0.03		0.03
5=	4=	Maxus		0.00		0.00
5=	4=	Carat		0.00		0.00
5=	4=	PHD		0.00		0.00
5=	4=	Starcom MediaVest		0.00		0.00
5=	9	Mindshare	Kraft / Cadbury, Bayer	0.35	Beeline	0.00

CREATIVE AGENCIES

Bates finished the year on top on the back of Arla Foods and Vietnam Post and Telecommunications. TBWA's H.J. Heinz success kept it in second. BBDO was placed third, securing J&J Baby, followed by Ogilvy.

MEDIA AGENCIES

ZenithOptimedia finished the year on top on the back of Nippon Paints and United Pharma. MediaCom stayed second, claiming Vina Milk. MEC won Citibank and DHL, and was placed third. OMD made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 100 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.

