

Creative New Business League(Vietnam) –December 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	Saigon Sports Academy, Unican, Asia Foods	1.89	BAT	1.61
2	2	Bates	Diageo, Smirnoff, Ausdoor	0.46		0.46
3	4	Lowe	LG Vina, United Pharma, Total Lubricants	0.45		0.45
4	3	Ogilvy	Amway, Philips Asia Pacific	0.41	Yahoo! Southeast Asia	0.37
5	5	BBDO	Blackberry Asia Pacific, Miranda (PepsiCo)	0.22		0.22
6	6	Grey Group	Coca Cola Minute Maid	0.20		0.20
7	7	Y&R	Bacardi, Yahoo! Southeast Asia	0.16		0.16
8	8	Publicis	Nestle Nestea, AFC Kinh D	0.15		0.15
9	9	Leo Burnett	Masan Group	0.12		0.12
10	10	JWT		0.05		0.05
11	11	Euro RSCG	Bosch Brand Asia Pacific	0.03		0.03
12	12	Dentsu	Chelsea Football Club Southeast Asia	0.02		0.02
13=	13=	DraftFCB		0.00		0.00
13=	13=	Saatchi and Saatchi		0.00		0.00
15	15	DDB	Vietnam Brewery Project, Vinamilk, Abbott Similac Mom	0.35	Philips Asia Pacific	(0.10)

Media New Business League(Vietnam) –December 2011

RANK THIS MONTH	RANK LAST MONT	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	MediaCom	Revlon Asia Pacific, Shell	1.33		1.33
2	2	OMD	Sony Asia Pacific	0.25	Carlsberg	0.20
3	6=	Maxus	L'Oreal	0.15		0.15
4	3	Carat	Philips Asia Pacific	0.13		0.13
5	5	PHD	Sony Ericsson Asia Pacific	0.05		0.05
6	6=	Mindshare		0.00		0.00
7	4	ZenithOptimedia	Vinasoy, RIM, American Standard	0.10	L'Oreal	(0.05)
8	8	MEC	Imexpharm, Beiersdorf-Nivea	0.19	Sony Ericsson Asia Pacific	(0.11)
9	9	Starcom MediaVest	Carlsberg	0.05	P&G SEA	(0.95)

CREATIVE AGENCIES

TBWA continue to top sales in Vietnam followed by Bates in the second place. Lowe rose to the third spot with recent wins from LG Vina and United Pharma. Despite the recent Amway win, Ogilvy dropped to the fourth position.

MEDIA AGENCIES

MediaCom continued to dominate the industry, followed by OMD. Maxus rose to the third place with excellent L'Oreal win. Carat joined to make up the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 112 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.

