

Creative New Business League(Vietnam) – Feb 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	4=	Ogilvy	Sony, VP Bank, Masan Group, TD Group	0.4		0.4
2	NA	Dentsu	Hitachi	0.1		0.1
3=	1=	JWT		0.0		0.0
3=	1=	DDB		0.0		0.0
3=	1=	Grey Group		0.0		0.0
3=	1=	BBDO		0.0		0.0
3=	1=	Lowe		0.0		0.0
3=	1=	Euro RSCG		0.0		0.0
3=	1=	Saatchi and Saatchi		0.0		0.0
3=	1=	Publicis		0.0		0.0
3=	1=	DraftFCB		0.0		0.0
3=	1=	TBWA		0.0		0.0
3=	1=	Bates		0.0		0.0
1=	7	Leo Burnett		0.0	Sony	(0.3)

Media New Business Scoreboard(Vietnam) –Feb 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1=	2=	ZenithOptimedia	Food Client, Financial Client	0.3		0.3
1=	1	MediaCom	Vina Milk	0.3		0.3
3=	2=	Maxus		0.0		0.0
3=	2=	Carat		0.0		0.0
3=	2=	MEC		0.0		0.0
3=	2=	PHD		0.0		0.0
3=	2=	Starcom MediaVest		0.0		0.0
8	2=	Mindshare	Bayer	0.3		(0.1)
CREATIVE AGENCIES						
Ogilvy moved to the top position on the back of Sony and other wins. Dentsu went to the second, securing Hitachi account.						
MEDIA AGENCIES						
ZenithOptimedia, snapping some food client and some financial client, shared the first place with Mediacom.						
METHODOLOGY						
The R3 New Business League has been compiled each of the last 90 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.						
						