

Creative New Business League(Vietnam) – Feb 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	2	BBDO	Blackberry Asia Pacific, PepsiCo Miranda	0.22		0.22
2	3=	Grey Group	Coca Cola Minute Maid	0.20		0.20
3	3=	Publicis	Nestle Nestea, AFC Kinh D	0.15		0.15
4	1	TBWA		0.21	Bayer	0.13
5	3=	Y&R	Yahoo! Southeast Asia	0.04		0.04
6=	3=	Bates		0.00		0.00
6=	3=	DDB		0.00		0.00
6=	3=	Leo Burnett		0.00		0.00
6=	3=	DraftFCB		0.00		0.00
6=	3=	JWT		0.00		0.00
6=	3=	Lowe		0.00		0.00
6=	3=	Saatchi and Saatchi		0.00		0.00
6=	3=	Dentsu		0.00		0.00
6=	3=	Euro RSCG		0.00		0.00
15	3=	Ogilvy		0.00	Yahoo! Southeast Asia	(0.04)

Media New Business League(Vietnam) –Feb 2011

RANK THIS MONTH	RANK LAST MONT	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1=	ZenithOpti media	American Standard	0.03		0.03
2=	1=	MediaCom		0.00		0.00
2=	1=	MEC		0.00		0.00
2=	1=	OMD		0.00		0.00
2=	1=	Maxus		0.00		0.00
2=	1=	Carat		0.00		0.00
2=	1=	PHD		0.00		0.00
2=	1=	Starcom MediaVest		0.00		0.00
2=	1=	Mindshare		0.00		0.00

CREATIVE AGENCIES

BBDO moved to first position on the back of Blackberry Asia Pacific win. Grey was placed second, securing Minute Maid. Publicis and TBWA made up the rest of the top four.

MEDIA AGENCIES

A quiet month for multinational media agency reviews, only ZenithOptimedia won American Standard.

METHODOLOGY

The R3 New Business League has been compiled each of the last 102 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.

