

Creative New Business League(Vietnam) – Jan 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1=	1	JWT		0.0		0.0
1=	2=	DDB		0.0		0.0
1=	2=	Grey Group		0.0		0.0
1=	4=	Ogilvy		0.0		0.0
1=	4=	BBDO		0.0		0.0
1=	6	Lowe		0.0		0.0
1=	7	Leo Burnett		0.0		0.0
1=	8=	Euro RSCG		0.0		0.0
1=	8=	Saatchi and Saatchi		0.0		0.0
1=	8=	Publicis		0.0		0.0
1=	8=	DraftFCB		0.0		0.0
1=	8=	TBWA		0.0		0.0
1=	13	Bates		0.0		0.0

Media New Business Scoreboard(Vietnam) –Jan 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	5=	MediaCom	Vina Milk	0.3		0.3
2=	1	Mindshare		0.0		0.0
2=	2	Maxus		0.0		0.0
2=	3	Carat		0.0		0.0
2=	4	MEC		0.0		0.0
2=	5=	PHD		0.0		0.0
2=	7=	ZenithOpti media		0.0		0.0
2=	7=	Starcom MediaVest		0.0		0.0

CREATIVE AGENCIES

No single win was monitored this month.

MEDIA AGENCIES

.A quiet month for Vietnam, only Mediacom snapped Vina Milk business.

METHODOLOGY

The R3 New Business League has been compiled each of the last 89 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.

