

Creative New Business League(Vietnam) –Jan 2011

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	2	TBWA		0.21	Bayer	0.13
2	3	BBDO	Miranda (PepsiCo)	0.02		0.02
3=	1	Bates		0.00		0.00
3=	4	Ogilvy		0.00		0.00
3=	5	DDB		0.00		0.00
3=	6=	Leo Burnett		0.00		0.00
3=	6=	Publicis		0.00		0.00
3=	6=	DraftFCB		0.00		0.00
3=	9=	JWT		0.00		0.00
3=	9=	Lowe		0.00		0.00
3=	9=	Grey Group		0.00		0.00
3=	9=	Saatchi and Saatchi		0.00		0.00
3=	13	Dentsu		0.00		0.00
3=	14	Y&R		0.00		0.00
3=	15	Euro RSCG		0.00		0.00

Media New Business League(Vietnam) –Jan 2011

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1=	1	ZenithOpti media		0.00		0.00
1=	2	MediaCom		0.00		0.00
1=	3	MEC		0.00		0.00
1=	4	OMD		0.00		0.00
1=	5=	Maxus		0.00		0.00
1=	5=	Carat		0.00		0.00
1=	5=	PHD		0.00		0.00
1=	5=	Starcom MediaVest		0.00		0.00
1=	5=	Mindshare		0.00		0.00

CREATIVE AGENCIES

It was a quiet month with TBWA leading the way through some confidential wins.

MEDIA AGENCIES

A quiet month for multinational media agency reviews, no new business wins and losses.

METHODOLOGY

The R3 New Business League has been compiled each of the last 101 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.

