

Creative New Business League(Vietnam) –July 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	ATI, Kraft, VNPT	1.31	Bayer	1.23
2	6	DDB	Vietnam Brewery Project, Vinamilk, Abbott Similac Mom	0.35		0.35
3	2	BBDO	Blackberry Asia Pacific, Miranda (PepsiCo)	0.22		0.22
4	3	Grey Group	Coca Cola Minute Maid	0.20		0.20
5	9=	Bates	Smirnoff, Ausdoor	0.16		0.16
6	4	Publicis	Nestle Nestea, AFC Kinh D	0.15		0.15
7	5	Y&R	Yahoo! Southeast Asia	0.12		0.12
8	9=	Leo Burnett	Masan Group	0.09		0.09
9	7	Euro RSCG	Bosch Brand Asia Pacific	0.03		0.03
10	8	Dentsu	Chelsea Football Club Southeast Asia	0.02		0.02
11=	9=	DraftFCB		0.00		0.00
11=	9=	JWT		0.00		0.00
11=	9=	Lowe		0.00		0.00
11=	9=	Saatchi and Saatchi		0.00		0.00
15	15	Ogilvy		0.00	Yahoo! Southeast Asia	-0.04

Media New Business League(Vietnam) –July 2011

RANK THIS MONTH	RANK LAST MONT	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Starcom MediaVest	Carlsberg	0.05		0.05
2	2	ZenithOptimedia	American Standard	0.03		0.03
3	3	MEC	MegaWeCare	0.02		0.02
4=	4=	MediaCom		0.00		0.00
4=	4=	Maxus		0.00		0.00
4=	4=	Carat		0.00		0.00
4=	4=	PHD		0.00		0.00
4=	4=	Mindshare		0.00		0.00
9	9	OMD		0.00	Carlsberg	-0.05

CREATIVE AGENCIES

TBWA maintained its top spot on the back of previous wins. DDB jumped to second, securing Heineken and Vinamilk. BBDO and Grey made up the rest of the top four.

MEDIA AGENCIES

It was a quiet month for Multinational Media Agency League.

METHODOLOGY

The R3 New Business League has been compiled each of the last 107 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.

