

## Creative New Business League(Vietnam) – Mar 2011

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (US\$m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (US\$m)</b>
<b>1</b>	<b>4</b>	<b>TBWA</b>	Kraft, VNPT	0.63	Bayer	0.55
<b>2</b>	<b>1</b>	<b>BBDO</b>	Blackberry Asia Pacific, Miranda (PepsiCo)	0.22		0.22
<b>3</b>	<b>2</b>	<b>Grey Group</b>	Coca Cola Minute Maid	0.20		0.20
<b>4</b>	<b>3</b>	<b>Publicis</b>	Nestle Nestea, AFC Kinh D	0.15		0.15
<b>5</b>	<b>5</b>	<b>Y&amp;R</b>	Yahoo! Southeast Asia	0.04		0.04
<b>6=</b>	<b>6=</b>	<b>Bates</b>		0.00		0.00
<b>6=</b>	<b>6=</b>	<b>DDB</b>		0.00		0.00
<b>6=</b>	<b>6=</b>	<b>Leo Burnett</b>		0.00		0.00
<b>6=</b>	<b>6=</b>	<b>DraftFCB</b>		0.00		0.00
<b>6=</b>	<b>6=</b>	<b>JWT</b>		0.00		0.00
<b>6=</b>	<b>6=</b>	<b>Lowe</b>		0.00		0.00
<b>6=</b>	<b>6=</b>	<b>Saatchi and Saatchi</b>		0.00		0.00
<b>6=</b>	<b>6=</b>	<b>Dentsu</b>		0.00		0.00
<b>6=</b>	<b>6=</b>	<b>Euro RSCG</b>		0.00		0.00
<b>15</b>	<b>15</b>	<b>Ogilvy</b>		0.00	Yahoo! Southeast Asia	<b>(0.04)</b>

## Media New Business League(Vietnam) –Mar 2011

RANK THIS MONTH	RANK LAST MONT	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
<b>1</b>	<b>1</b>	ZenithOpti media	American Standard	0.03		0.03
<b>2</b>	<b>2=</b>	MEC	MegaWeCare	0.02		0.02
<b>3=</b>	<b>2=</b>	MediaCom		0.00		0.00
<b>3=</b>	<b>2=</b>	OMD		0.00		0.00
<b>3=</b>	<b>2=</b>	Maxus		0.00		0.00
<b>3=</b>	<b>2=</b>	Carat		0.00		0.00
<b>3=</b>	<b>2=</b>	PHD		0.00		0.00
<b>3=</b>	<b>2=</b>	Starcom MediaVest		0.00		0.00
<b>3=</b>	<b>2=</b>	Mindshare		0.00		0.00

### CREATIVE AGENCIES

TBWA moved to top spot on the back of strong Kraft and VNPT wins, followed by BBDO. Grey and Publicis made up the rest of the top four.

### MEDIA AGENCIES

It's a quiet month for multinational media agency league, with MEC winning MegaWeCare.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 103 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.

