

Creative New Business League(Vietnam) – May 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1=	1=	Ogilvy	State Bank of Vietnam, Sony, VP Bank, Masan Group	0.5		0.5
1=	1=	TBWA	H.J. Heinz, Heinz/Sauces, Animals Asia	0.5		0.5
3=	3=	Dentsu	Hitachi	0.1		0.1
3=	3=	DDB	Trung Nguyen, PV Oil	0.1		0.1
3=	3=	Lowe	Style TV	0.1		0.1
6=	6=	Leo Burnett	Oishi (snack), FrieslandCampina	0.3	Sony	0.0
6=	6=	JWT		0.0		0.0
6=	6=	Grey Group		0.0		0.0
6=	6=	BBDO		0.0		0.0
6=	6=	Euro RSCG		0.0		0.0
6=	6=	Saatchi and Saatchi		0.0		0.0
6=	6=	Publicis		0.0		0.0
6=	6=	DraftFCB		0.0		0.0
6=	6=	Bates		0.0		0.0

Media New Business Scoreboard(Vietnam) – May 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	ZenithOptimedia	Nippon Paints, United Pharma	0.5		0.5
2	2	MediaCom	Vina Milk	0.3		0.3
3=	3=	Maxus		0.0		0.0
3=	3=	Carat		0.0		0.0
3=	3=	MEC		0.0		0.0
3=	3=	PHD		0.0		0.0
3=	3=	Starcom MediaVest		0.0		0.0
8	8	Mindshare	Bayer	0.3	Beeline	(0.1)

CREATIVE AGENCIES

A quiet month for Vietnam, all agency ranks stayed the same

MEDIA AGENCIES

ZenithOptimedia maintained the top position securing Nippon Paints

METHODOLOGY

The R3 New Business League has been compiled each of the last 93 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.

