Creative New Business League(Vietnam) –May 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	Kraft, VNPT	1.23	Bayer	1.15
2	2	BBDO	Blackberry Asia Pacific, Miranda (PepsiCo)	0.22		0.22
3	3	Grey Group	Coca Cola Minute Maid	0.20		0.20
4	4	Publicis	Nestle Nestea, AFC Kinh D	0.15		0.15
5	6	Y&R	Yahoo! Southeast Asia	0.12		0.12
6	5	DDB	Abbott Similac Mom	0.05		0.05
7	7	Euro RSCG	Bosch Brand Asia Pacific	0.03		0.03
8	8=	Dentsu	Chelsea Football Club Southeast Asia	0.02		0.02
9=	8=	Bates		0.00		0.00
9=	8=	Leo Burnett		0.00		0.00
9=	8=	DraftFCB		0.00		0.00
9=	8=	JWT		0.00		0.00
9=	8=	Lowe		0.00		0.00
9=	8=	Saatchi and Saatchi		0.00		0.00
15	15	Ogilvy		0.00	Yahoo! Southeast Asia	-0.04

Media New Business League(Vietnam) –May 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

It was a quiet month for multinational creative agency league, with Dentsu won Chelsea Football Club Southeast Asia new business.

MEDIA AGENCIES

It was a quiet month for multinational media agency, no new business changed.

METHODOLOGY

The R3 New Business League has been compiled each of the last 105 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.

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