

## Creative New Business League(Vietnam) – Nov 2009

<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>1</b>	<b>JWT</b>	Vietnamese telco MobiFone	1.0		1.0
<b>2=</b>	<b>3</b>	<b>DDB</b>	Volkswagen, ANZ, Nova Group	0.6		0.6
<b>2=</b>	<b>2</b>	<b>Grey Group</b>	Vinaphone, TNT, Samsung Mobile	0.6		0.6
<b>4=</b>	<b>4=</b>	<b>Ogilvy</b>	UPS Asia Pacific, Diageo - Baileys RM portfolio	0.4		0.4
<b>4=</b>	<b>4=</b>	<b>BBDO</b>	Panasonic (Asia Pacific), KFC	0.4		0.4
<b>6</b>	<b>6</b>	<b>Lowe</b>	Prudential, Vaseline	0.5	Surf (Asia Pacific)	0.3
<b>7</b>	<b>7</b>	<b>Leo Burnett</b>	Philippine Airlines Global	0.1		0.1
<b>8=</b>	<b>8=</b>	<b>Euro RSCG</b>	Jacob's Creek Global	0.0		0.0
<b>8=</b>	<b>8=</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>8=</b>	<b>8=</b>	<b>Publicis</b>		0.0		0.0
<b>8=</b>	<b>8=</b>	<b>DraftFCB</b>		0.0		0.0
<b>8=</b>	<b>8=</b>	<b>TBWA</b>		0.0		0.0
<b>13</b>	<b>13</b>	<b>Bates</b>	Asia Food, Olay	0.1	Vietnamese telco MobiFone	<b>(0.9)</b>

## Media New Business Scoreboard(Vietnam) – Nov 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
<b>1</b>	<b>1</b>	<b>Mindshare</b>	Groupe SEB - Tefal, Regus, North West Airlines	0.8		0.7
<b>2</b>	<b>2</b>	<b>Maxus</b>	Diageo, THP	0.45	Calofic	0.4
<b>3</b>	<b>3</b>	<b>Carat</b>	Nokia	0.3		0.3
<b>4</b>	<b>4</b>	<b>MEC</b>	STB Global, Singapore Airlines Global	0.2		0.2
<b>5=</b>	<b>5=</b>	<b>PHD</b>	HP Asia Pacific	0.1		0.1
<b>5=</b>	<b>5=</b>	<b>MediaCom</b>	Masan Group	0.3	Nokia	0.1
<b>7=</b>	<b>7=</b>	<b>ZenithOpti media</b>	Piaggio	0.1	HP Asia Pacific	0.0
<b>7=</b>	<b>7=</b>	<b>Starcom MediaVest</b>		0.0		0.0

### CREATIVE AGENCIES

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

### MEDIA AGENCIES

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

### METHODOLOGY

The R3 New Business League has been compiled each of the last 87 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.

