

Creative New Business League(Vietnam) – Nov 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	TBWA	DELL, HP, Kraft Foods	1.0	Nivea	0.7
2	5=	Bates	Vietnam Post and Telecommunications	0.6		0.6
3	2	BBDO	AsiaRooms.com, JNJ Baby	0.5		0.5
4=	3=	Ogilvy	State Bank of Vietnam, Sony, VP Bank, Masan Group	0.5	Panadol	0.4
4=	3=	DDB	Ciba Vision, PNJ, Dong A Food	0.4		0.4
6=	5=	Publicis	Bitexco Financial Tower	0.3		0.3
6=	14=	DraftFCB	Nivea	0.3		0.3
6=	5=	Leo Burnett	HOLCIM, Oishi (snack), FrieslandCampina	0.6	Sony	0.3
9=	8=	JWT	VNPost	0.2		0.2
9=	8=	Lowe	Vietnamobile, Chivas Regal 12, Total Lubricants	0.7	JNJ Baby	0.2
9=	8=	Grey Group	Rafaeli Group, Abbott, Nhon Trach City Center	0.2		0.2
9=	8=	Saatchi and Saatchi	Carlsberg, Hanoi Beer	0.2		0.2
13=	12=	Dentsu	Hitachi	0.1		0.1
13=	12=	Y&R	LG Vina Cosmetics	0.1		0.1
15	14=	Euro RSCG		0.0		0.0

Media New Business League(Vietnam) –Nov 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	ZenithOpti media	Nippon Paints, United Pharma	0.5		0.5
2	2	MediaCom	Vina Milk	0.3		0.3
3	3	MEC	Citibank, DHL	0.1		0.1
4=	4=	OMD	Wyeth S-26, Thien Long	0.0		0.0
4=	4=	Maxus		0.0		0.0
4=	4=	Carat		0.0		0.0
4=	4=	PHD		0.0		0.0
4=	4=	Starcom MediaVest		0.0		0.0
4=	9	Mindshare	Kraft / Cadbury, Bayer	0.4	Beeline	0.0

CREATIVE AGENCIES

TBWA kept leading the way on the back of a range of wins, including DELL, HP and Kraft Foods. Fastest mover this month was Bates, winning some confidential accounts. BBDO, Ogilvy and DDB made up the rest of the top four.

MEDIA AGENCIES

A quiet month for multinational media agency reviews.

METHODOLOGY

The R3 New Business League has been compiled each of the last 99 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.

