

Creative New Business League(Vietnam) – November 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	Saigon Sports Academy, Unican, Asia Foods	1.90	BAT	1.62
2	2	Bates	Diageo, Smirnoff, Ausdoor	0.46		0.46
3	15	Ogilvy	Philips Asia Pacific	0.41	Yahoo! Southeast Asia	0.37
4	4	Lowe	Total Lubricants, Vinh Hao, TOA Paints	0.30		0.30
5	5	BBDO	Blackberry Asia Pacific, Miranda (PepsiCo)	0.22		0.22
6	6	Grey Group	Coca Cola Minute Maid	0.20		0.20
7	7	Y&R	Bacardi, Yahoo! Southeast Asia	0.16		0.16
8	8	Publicis	Nestle Nestea, AFC Kinh D	0.15		0.15
9	9	Leo Burnett	Masan Group	0.12		0.12
10	10	JWT		0.05		0.05
11	11	Euro RSCG	Bosch Brand Asia Pacific	0.03		0.03
12	12	Dentsu	Chelsea Football Club Southeast Asia	0.02		0.02
13=	13=	DraftFCB		0.00		0.00
13=	13=	Saatchi and Saatchi		0.00		0.00
15	3	DDB	Vietnam Brewery Project, Vinamilk, Abbott Similac Mom	0.35	Philips Asia Pacific	(0.10)

Media New Business League(Vietnam) –November 2011

RANK THIS MONTH	RANK LAST MONT	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	MediaCom	Revlon Asia Pacific, Shell	1.33		1.33
2	2	OMD	Sony Asia Pacific	0.25	Carlsberg	0.20
3	4=	Carat	Philips Asia Pacific	0.13		0.13
4	3	ZenithOpti media	Vinasoy, RIM, American Standard	0.10		0.10
5	4=	PHD	Sony Ericsson Asia Pacific	0.05		0.05
6=	4=	Maxus		0.00		0.00
6-	4-	Mindshare		0.00		0.00
8	8	MEC	Beiersdorf-Nivea	0.18	Sony Ericsson Asia Pacific	(0.12)
9	9	Starcom MediaVest	Carlsberg	0.05	P&G SEA	(0.95)
CREATIVE AGENCIES						
TBWA and Bates kept on top two spot. Ogilvy was fastest mover this month on the back of Philips Asia Pacific win. Lowe made up the rest of the top four.						
MEDIA AGENCIES						
MediaCom stayed on top spot, securing Revlon Asia Pacific and Shell. OMD was placed second. Carat and ZenithOptimedia made up the rest of the top four.						
METHODOLOGY						
The R3 New Business League has been compiled each of the last 111 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.						

