

Creative New Business League(Vietnam) –September 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	ATI Telecom, Kimberly- Clark, P&G	1.84	BAT	1.56
2	2	Bates	Diageo, Smirnoff, Ausdoor	0.46		0.46
3	3	DDB	Vietnam Brewery Project, Vinamilk, Abbott Similac Mom	0.35		0.35
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	8=	Y&R	Bacardi, Yahoo! Southeast Asia	0.16		0.16
8	7	Publicis	Nestle Nestea, AFC Kinh D	0.15		0.15
9	8=	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	15	Ogilvy		0.00	Yahoo! Southeast Asia	(0.04)

Media New Business League(Vietnam) –September 2011

RANK THIS MONTH	RANK LAST MONT	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	2	MediaCom	P&G SEA, Vinamilk, Truongxua	1.18		1.18
2	1	OMD	Sony Asia Pacific	0.25	Carlsberg	0.20
3	3	ZenithOptimedia	Vinasoy, RIM, American Standard	0.10		0.10
4=	5=	Maxus		0.00		0.00
4=	5=	PHD		0.00		0.00
4=	5=	Mindshare		0.00		0.00
4=	5=	Carat		0.00		0.00
8	9	MEC	Anh Rang Group, Lowe & Partners, MegaWeCare	0.03	Sony Asia Pacific	(0.22)
9	4	Starcom MediaVest	Carlsberg	0.05	P&G SEA	(0.95)

CREATIVE AGENCIES

It was a quiet month for multinational creative agency league, only Y&R picked up Bacardi.

MEDIA AGENCIES

MediaCom won P&G SEA business from Starcom MediaVest to get the top spot and made Starcom MediaVest drop five spots. OMD was pushed down to the second place. ZenithOptimedia stayed in the third place. Maxus, PHD, Mindshare, and Carat tied for fourth place.

METHODOLOGY

The R3 New Business League has been compiled each of the last 109 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.

