

Creative New Business League(Vietnam) –Aug 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	H.J. Heinz, Heinz/Sauces, Animals Asia	0.8		0.8
2=	1=	Ogilvy	State Bank of Vietnam, Sony, VP Bank, Masan Group	0.5		0.5
2=	5=	BBDO	JNJ Baby	0.5		0.5
4	3=	DDB	PNJ, Dong A Food	0.4		0.4
5=	5=	Publicis	Bitexco Financial Tower	0.3		0.3
5=	7=	Bates	Vietnam Post and Telecommunications	0.3		0.3
7=	8=	JWT	VNPost	0.2		0.2
7=	8=	Leo Burnett	Oishi (snack), FrieslandCampina	0.5	Sony	0.2
9=	3=	Lowe	Chivas Regal 12, Total Lubricants	0.6	JNJ Baby	0.1
9=	10	Dentsu	Hitachi	0.1		0.1
9=	NA	Y&R	LG Vina Cosmetics	0.1		0.1
12=	11=	Grey Group		0.0		0.0
12=	11=	Euro RSCG		0.0		0.0
12=	11=	Saatchi and Saatchi		0.0		0.0
12=	11=	DraftFCB		0.0		0.0

Media New Business Scoreboard(Vietnam) – Aug 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	ZenithOptimedia	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=	NA	OMD	Wyeth S-26, Thien Long	0.0		0.0
4=	3=	Maxus		0.0		0.0
4=	3=	Carat		0.0		0.0
4=	3=	PHD		0.0		0.0
4=	3=	Starcom MediaVest		0.0		0.0
8	8	Mindshare	Bayer	0.3	Beeline	(0.1)

CREATIVE AGENCIES

TBWA moved to the top position securing several wins this month. BBDO, snapped JNJ baby account, shared the second place with Ogilvy. DDB made up the top four.

MEDIA AGENCIES

ZenithOptimedia and MediaCom maintained their top positions on the back of previous wins. MEC moved to the third securing Citibank and DHL accounts

METHODOLOGY

The R3 New Business League has been compiled each of the last 96 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.

