

Creative New Business League(Vietnam) –June 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1=	1=	Ogilvy	State Bank of Vietnam, Sony, VP Bank, Masan Group	0.5		0.5
1=	1=	TBWA	H.J. Heinz, Heinz/Sauces, Animals Asia	0.5		0.5
3	3=	DDB	PNJ, Dong A Food	0.4		0.4
4	6=	Publicis	Bitexco Financial Tower	0.3		0.3
5=	6=	JWT	VNPost	0.2		0.2
5=	6=	Leo Burnett	Oishi (snack), FrieslandCampina	0.5	Sony	0.2
7=	3=	Dentsu	Hitachi	0.1		0.1
7=	3=	Lowe	Style TV	0.1		0.1
9=	6=	Grey Group		0.0		0.0
9=	6=	BBDO		0.0		0.0
9=	6=	Euro RSCG		0.0		0.0
9=	6=	Saatchi and Saatchi		0.0		0.0
9=	6=	DraftFCB		0.0		0.0
9=	6=	Bates		0.0		0.0

Media New Business Scoreboard(Vietnam) –June 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=	Maxus		0.0		0.0
3=	3=	Carat		0.0		0.0
3=	3=	MEC		0.0		0.0
3=	3=	PHD		0.0		0.0
3=	3=	Starcom MediaVest		0.0		0.0
8	8	Mindshare	Bayer	0.3	Beeline	(0.1)

CREATIVE AGENCIES

TBWA and Ogilvy maintained the top two positions. DDB secured PNJ and Dong A Food, and made up the top four with Publicis

MEDIA AGENCIES

A quiet month, all agency ranks stayed the same.

METHODOLOGY

The R3 New Business League has been compiled each of the last 94 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.

