

Creative New Business League(Vietnam) –Sep 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=	2=	Ogilvy	State Bank of Vietnam, Sony, VP Bank, Masan Group	0.5		0.5
2=	2=	BBDO	JNJ Baby	0.5		0.5
4	4	DDB	PNJ, Dong A Food	0.4		0.4
5=	5=	Publicis	Bitexco Financial Tower	0.3		0.3
5=	5=	Bates	Vietnam Post and Telecommunications	0.3		0.3
5=	7=	Leo Burnett	HOLCIM, Oishi (snack), FrieslandCampina	0.6	Sony	0.3
8=	7=	JWT	VNPost	0.2		0.2
8=	9=	Lowe	Vietnamobile, Chivas Regal 12, Total Lubricants	0.7	JNJ Baby	0.2
10=	9=	Dentsu	Hitachi	0.1		0.1
10=	9=	Y&R	LG Vina Cosmetics	0.1		0.1
12=	12=	Grey Group		0.0		0.0
12=	12=	Euro RSCG		0.0		0.0
12=	12=	Saatchi and Saatchi		0.0		0.0
12=	12=	DraftFCB		0.0		0.0

Media New Business Scoreboard(Vietnam) –Sep 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
9	9	Mindshare	Bayer	0.3	Beeline	(0.1)
CREATIVE AGENCIES						
The top four agencies ranks stayed the same. Lowe secured Vietnamobile. Leo Burnett was selected for HOLCIM.						
MEDIA AGENCIES						
A quiet month for Vietnam, all agencies ranks stayed the same.						
METHODOLOGY						
The R3 New Business League has been compiled each of the last 97 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.						
						