

Creative New Business League(Vietnam) –Jun 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	Lowe	Abbott, Perfetti Alpenliebe, Carlsberg Huda Beer	1.20		1.20
2	9=	Grey Group	Ferrero SEA	0.38		0.38
3	2	DDB	Vinamilk, VBL	0.74	Philips Asia Pacific	0.34
4	3	BBDO	Electrolux	0.23		0.23
5	5	TBWA	Subway, Kinderstar Project, Cao Thang Eye Hospital Project	0.20	UPI	0.17
6	6	JWT	Unilever Lux Digital, DKSH Bristol-Myers	0.14		0.11
7=	7=	Y&R	Emirates, Coca-Cola	0.08		0.08
7=	7=	Publicis	Bitexco	0.08		0.08
9=	9=	Bates		0.00		0.00
9=	9=	Euro RSCG		0.00		0.00
9=	9=	Dentsu		0.00		0.00
9=	9=	DraftFCB		0.00		0.00
9=	9=	Saatchi and Saatchi		0.00		0.00
14	4	Ogilvy	Canon Project, Gamuda Project, SCG Project	0.37	Abbott	(0.17)
15	15	Leo Burnett	Oishi	0.06	Perfetti Alpenliebe	(0.24)

Media New Business League(Vietnam) –Jun 2012

RANK THIS MONTH	RANK LAST MONT	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	MEC	Asian Foods	0.50		0.50
2	2	Mindshare	Electrolux	0.38		0.38
3	3	ZenithOpti media	Marsan Food	0.28		0.24
4	4	Carat	General Motors Asia Pacific	0.15		0.15
5	5	PHD	VMware	0.13		0.13
6=	6=	OMD		0.00		0.00
6=	6=	Maxus		0.00		0.00
6=	6=	Starcom MediaVest		0.00		0.00
9	9	MediaCom	Invida	0.04	Marsan Food	(0.16)

METHODOLOGY

The R3 New Business League has been compiled each of the last 118 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.

