

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia / Apr 2015

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	BBDO	PepsiCo Brands	2.00		2.00	1
2	2	Ogilvy	Sales Client	1.00		1.00	2
3	3	JWT	Hewlett Packard Project, Burger King Project, Ichitan Project	0.97		0.97	5
4	5	Fortune	PT Pertamina (Persero), PT Astra Daihatsu Motor	0.34		0.34	8
5	4	Dentsu	Vivo Project, Daria Varia Project, Intel Project	0.31		0.31	7
6	6=	Y&R	Mayora (Beng Beng)	0.30		0.30	1
7-	6=	Grey Group		0.00		0.00	0
7-	6=	McCann WorldGroup		0.00		0.00	0
7-	6=	Saatchi & Saatchi		0.00		0.00	0
7-	6=	TBWA		0.00		0.00	0
7-	6=	Publicis		0.00		0.00	0
7-	6=	Bates		0.00		0.00	0
7-	6=	Havas Worldwide		0.00		0.00	0
7-	6=	M&C Saatchi		0.00		0.00	0
7-	6=	FCB		0.00		0.00	0
16	16	Leo Burnett	Reckit Beckeniser - Dettol, FOX International Channels	0.28	Sales Client	-0.23	2
17	17	Lowe		0.00	Sales Client	-0.50	0
18	18	DDB	SIMBA, Pfizer Viagra Project	0.15	PepsiCo Brands	-1.85	2
						2.4	28

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia / Apr 2015

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	Mindshare	PT XL mobile,Lazada	1.2		1.20	3
2	2	Carat	Monde Glassatine Project	0.7		0.68	2
3	3	Dentsu Media	Suzuki Project, VIVO	0.6		0.59	3
4	4	PHD	Media Indra Buana, SC Johnson(Planning), Unilever(Search)	0.6	Transitions	0.52	3
5	5	OMD	Qantas Airways, Rajawali Media	0.4	DE Master Blenders	0.31	3
6	6	Initiative	FMCG Client	0.3		0.26	4
7	7	Vizeum	Panasonic, Monde Glassatine Project	0.2		0.15	2
8	8	Fortune	Pharos, Paktor, Mony Saga	0.1		0.13	4
9=	9=	MediaCom		0.0		0.00	0
9=	9=	MEC		0.0		0.00	0
9=	9=	Universal McCann		0.0		0.00	0
9=	9=	Touchpoint		0.0		0.00	0
9=	9=	ZenithOptimedia		0.0		0.00	0
9=	9=	Starcom MediaVest		0.0		0.00	0
15	15	Maxus	Subaru	0.1	SC Johnson(Planning)	-0.43	1
16	16	Havas Media		0.0	PT XL mobile	-1.08	0
						2.3	25

METHODOLOGY

The R3 New Business League has been compiled each of the last 152 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.

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