

CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia/ April 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	1	Grey Group	BCA KlikPay Project, Djojonegoro C1000 Project, Allianz Project	2.04		2.04
2	2	Y&R	TPS Rice, adidas, MERCK, Prudential Insurance	2.10	Microsoft CRM	2.00
3	3	Dentsu	CP Prima, Gudang Garam, Panasonic Gobel Indonesia	1.42		1.42
4	4	McCann WorldGroup	Microsoft, Orang Tua Group (Rainbow Brand)	1.04		1.04
5	12=	BBDO	Carrefour	0.50		0.50
6	5	Fortune Indonesia	British American Tobacco Project, Tupperware Project	0.47		0.47
7	10	DDB	Permata Bank, Prudential Project	0.34		0.34
8	18	Ogilvy	AHA Centre, RAIF Project	0.34		0.34
9	7	TBWA	Castrol Project, Bosch Project, Lenovo Mobile Project	0.28		0.28
10	6	Leo Burnett	Indofood (Pop Mie brand)	0.26		0.26
11	8	JWT	CIGNA, Johnson's Baby Project	0.40	Indofood (Pop Mie brand)	0.15
12	9	Lowe	FrieslandCampina	0.20	Johnson's Baby Project	0.12
13	11	Publicis	Sanofi Digital	0.02		0.02
14=	12=	Bates		0.00		0.00
14=	12=	Havas Worldwide		0.00		0.00
14=	12=	M&C Saatchi		0.00		0.00
14=	12=	DraftFCB		0.00		0.00
14=	12=	Saatchi & Saatchi		0.00		0.00

MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia/ April 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	1	MEC	Ajinomoto, Lasallefoods, DSG International	1.28		1.28
2	3	Vizeum	Reckitt Benckiser, FWD Life Insurance	1.20		1.20
3	2	MediaCom	DBS (Digital)	1.10		1.10
4	4	Carat	Microsoft, Mondelez, Friesland Campina, Mastercard	2.45	Finance client	0.95
5	5	OMD	Beiersdorf	1.10	Lasallefoods	0.50
6	7	PHD	Firefly	0.39		0.39
7	6	Touchpoint	OCBC, Pharos Group	0.15		0.15
8=	9=	Initiative		0.00		0.00
8=	9=	Starcom MediaVest		0.00		0.00
8=	9=	ZenithOptimedia		0.00		0.00
8=	9=	Maxus		0.00		0.00
12	8	Universal McCann	Ajinomoto Project	0.18	Microsoft	(0.07)
13	13	Dentsu Media	Pertamina Corporate Campaign, Ultra Jaya, Triliun	0.23	Ajinomoto	(0.27)
14	14	Mindshare		0.25	Mondelez	(0.75)
15	15	Havas Media	PT Star Asia Distributions	0.04	Reckitt Benckiser	(1.04)

The R3 New Business League has been compiled each of the last 140 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.