

# CREATIVE AGENCIES NEW BUSINESS LEAGUE

Indonesia/ May 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	CIMB Niaga Bank Project, Gudang Garam, Panasonic Gobel	1.98	PT Akasha Project	1.97
4	4	McCann WorldGroup	Wyeth ,Taisho Project, Cafella	1.50		1.50
5	6	Fortune Indonesia	PT Asuransi Jiwasraya Persero, PT Multi Bintang Indonesia Tbk	0.88		0.85
6	5	BBDO	Carrefour	0.50		0.50
7	8	Ogilvy	AHA Centre,RAIF Project, GRM International Project	0.41		0.41
8	7	DDB	Permata Bank, Prudential Project	0.34		0.34
9	14=	Saatchi & Saatchi	Pertamina Oil & Gas	0.30		0.30
10	9	TBWA	Castrol Project, Bosch Project, Lenovo Mobile Project	0.28		0.28
11	10	Leo Burnett	Indofood (Pop Mie brand)	0.26		0.26
12	11	JWT	CIGNA, Johnson's Baby Project	0.40	Indofood (Pop Mie brand)	0.15
13	12	Lowe	FrieslandCampina	0.20	Johnson's Baby Project	0.12
14	13	Publicis	Intel Embedded System, Sanofi Digital, PT Akasha Project	0.07		0.07
15=	14=	Bates		0.00		0.00
15=	14=	Havas Worldwide		0.00		0.00
15=	14=	M&C Saatchi		0.00		0.00
15=	14=	DraftFCB		0.00		0.00

## MEDIA AGENCIES NEW BUSINESS LEAGUE

Indonesia/ May 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	Permata Bank, Lasallefoods, DSG International	2.28		2.28
2	4	Carat	Nokia, Mondelez, Friesland Campina, Mastercard	2.96	Finance client	1.46
3	2	Vizeum	Reckitt Benckiser, FWD Life Insurance	1.20		1.20
4	3	MediaCom	DBS (Digital)	1.10		1.10
5	5	OMD	Beiersdorf	1.20	Lasallefoods	0.60
6	7	Touchpoint	OCBC, Pharos Group	0.15		0.15
7	6	PHD	Firefly	0.14		0.14
8=	8=	ZenithOptimedia		0.03		0.03
8=	8=	Initiative		0.00		0.00
8=	8=	Maxus		0.00		0.00
8=	8=	Starcom MediaVest		0.00	Samsung Project	(0.04)
12	12	Universal McCann	Ajinomoto Project	0.18	Microsoft	(0.07)
13	13	Dentsu Media	Samsung Project, Ultra Jaya, Trilliun	0.30	Ajinomoto	(0.20)
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 141 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.